United States
Environmental Protection
Agency

EPA

Graphic Standards System

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A Message from the Administrator

This Graphic Standards Manual for the United States Environmental Protection Agency is the result of carefully considered reviews by those concerned with the communications goals and responsibilities of this Agency. Personnel at both administrative and professional levels in the ten regions, at the research centers and within all the various program areas have been consulted.

The program has been developed by the Office of Public Awareness and Chermayeff & Geismar Associates of New York after an extensive interview and study period.

It is extremely important to the success of this effort that those in any way responsible for the implementation of the system and the appearance and presentation of any printed or other visual material to be produced by this Agency make themselves conversant with the elements of the system, their function, and the guidelines established by this manual.

With everyone's cooperation and, understanding, we will be able to improve our service to the public, simplify some of our tasks, and produce our communications more memorably, consistently, and economically.

Douglas M. Costle
August 1977

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Introduction

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image.

The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves.

This manual establishes and delineates the graphic standards which EPA will adhere to in all of its visual communications. Faithful adherence to these standards will:

Minimize decision-making time in matters of design by providing alternative design solutions.

Reduce outside services by increasing in-house efficiency.

Standardize by limiting the number of formats and sizes of publications.

Economize on printing, typesetting, and handling costs.

Reduce waste and redundancy with common purchasing and centralized controls.

The graphic standards put great emphasis on the continuity and consistency of all visual components to help make EPA recognizable as a single Federal agency.

To meet the various communications requirements of this complex agency several steps have been taken.

The communicative name EPA has been established as the key element in the identity program. The initials have been designed in the most legible and straightforward form in conjunction with the flower symbol. A standard typeface compatible with the EPA initials has been adopted and is to be used throughout the program.

A set of graphic identifiers has been developed to differentiate the various EPA program areas from one another, within a common system of application. Arabic numerals (not Roman numerals) will be used as designations for the ten regions. Individual colors have been established for each of the EPA program areas. Two standard colors, to be used separately, have been established for the Agency itself.

As this manual covers only the major needs of the Agency's communications tasks, it is intended that supplements be issued periodically to all holders of the EPA Graphic Standards.

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Reproduction Material

The central element of the graphic communications standards is the Agency Identifier, a combination logotype and symbol which has been created as a single unifying element for the Agency's multitude of communications, and is designed to convey a simple and contemporary image of the United States Environmental Protection Agency. The commonly used abbreviation EPA has been adopted and replaces the lengthy legal name in areas of primary visibility. All other short forms, such as "Eepah" are not to be used either in print or in spoken language.

The accompanying symbol is an integral element of the primary identification. Aside from the importance of creating a memorable image for the EPA itself, the logotype and symbol together will serve to clearly distinguish publications distributed by the Federal agency from all other environmental agencies on State and local levels.

The Agency Identifier, even though it is composed of two elements, is one unit of identification and is to be reproduced in a single color, never in two colors at once. It appears in either EPA Blue or EPA Green or drops out to white when a solid color background is used. On other program area colors, shown elsewhere in this manual, the Agency Identifier can overprint in black.

A neutral gray has also been established for use as a secondary color with the two standard colors and the program colors shown elsewhere in this manual. It should be noted that the Agency Identifier may drop out of neutral gray to white, but should not be printed in neutral gray.

Reproduction materials are printed in the reproduction materials section of this manual. They should be used at all times in the preparation of artwork to guarantee good, sharp reproduction quality.

Additional sheets may be obtained from the Office of Public Awareness, A-107, EPA, Washington DC 20460.

Agency Identifier

The flower symbol is a modification of the prior Agency symbol. It has been simplified for better reproduction in small sizes. All prior versions of the symbol may not be used. The symbol appearing in this manual is the only authorized version to be used under any circumstances.

The EPA initials have been adapted from the Univers typeface to accompany the updated symbol and to work with it. The relationship between the two elements has been carefully established.

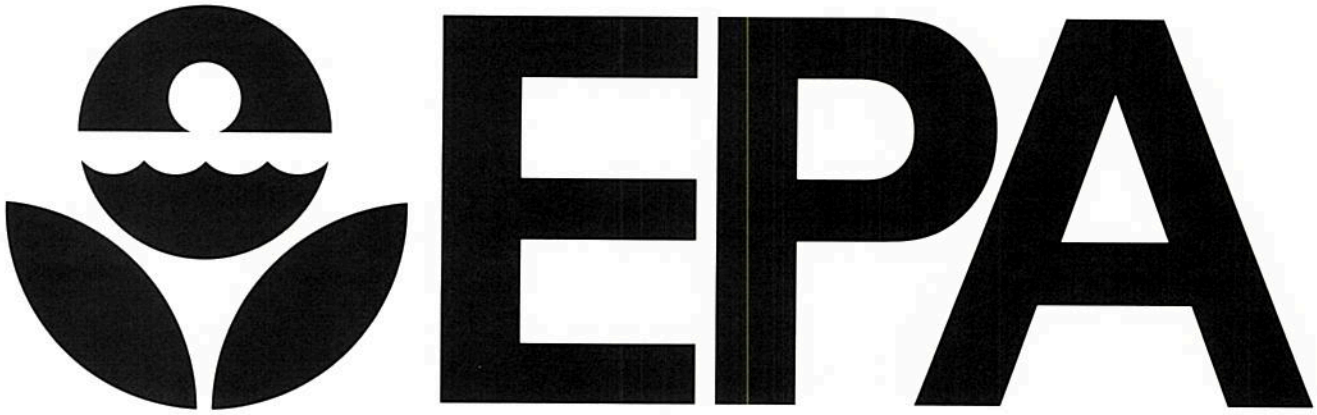
The space between them cannot be altered.

No alteration in the proportion, sizes, or construction of either element is permissable.

The two elements should appear together at all times.

The individual elements should never appear by themselves.

The integrated form is the only authorized visual identifier of the Agency. All other symbols and logotypes that have been developed by the various regions, programs, or special offices are to be discontinued.



Two standard colors, EPA Blue and EPA Green, have been selected for the Agency Identifier. The primary Agency color, a medium blue, was selected for its reproduction qualities, its association with air, water, and cleanliness and for continuity with the Agency's prior graphic material. Green was chosen as an alternative to the blue because of its association with the natural environment. Black can be substituted for either of the Agency colors, in situations where color is not appropriate or for reasons of economy. However, it is strongly recommended that either blue or green be used whenever possible.

The Agency Identifier in either one of the Agency colors should be used on all standard Agency material. All standard stationery items are printed in EPA Blue; Mastheads for information sheets, press releases and all publications that relate to official business are printed in EPA Green.

The effective use of the colors requires a high degree of quality control in color matching. Simple visual color matching does not provide the required accuracy. The variables of paper stock, amount of ink applied, and the specific printing process used affect the final printed color, making it particularly important that the proper color specifications are used.

The Agency colors are to be used at full strength when reproducing the Agency Identifier. Tones, screens, or bendays of the colors are not allowed.

In 4-color process, the Agency colors must be matched with the process colors. EPA Blue is usually made of 100% process blue (cyan) plus 50% process red (magenta); EPA Green is usually 70% process blue plus 100% process yellow. As process colors do vary, separations should be matched against the standard Agency color swatches. Under no circumstances should more than the two process colors specified be used to match the Agency Identifier standard colors.

Standard color swatches for specifying color are printed in the back of this manual on uncoated paper stock and are referred to as EPA Blue and EPA Green. These swatches should be supplied to printers as part of the specifications.

EPA Blue

EPA Green

Black

EPA Gray

Shown on this page are unacceptable forms of the Agency Identifier, which have been described on previous pages.

1 Initial substitution
Do not substitute Univers or any other type for the EPA initials. Use only the special letters from the EPA reproduction section of this manual.

2 Combined colors
Do not use both EPA Green and EPA Blue at the same time. Use either color.

3 Proportion
Neither the symbol nor the EPA initials should be enlarged or reduced separately. Their relationship is a constant.

4 Tints
Always use the standard EPA colors full strength. Do not allow tints, screens, or bendays.

5 Wrong Color
The Agency Identifier should be used in EPA Blue, EPA Green, Black, or program area colors, unless it is dropped out to white. It should not print in the neutral EPA grey.

6 Additional shapes
No forms, outlines, underlines, or other graphic devices are to appear under any circumstances. The Agency Identifier should not be altered in any way.

7 Background
If either EPA Blue or EPA Green is used for the Agency Identifier, then the other color may not be used as a background color.

8 Single element
Do not use either the symbol or the initials separately. Always use them together.

Unacceptable forms of appearance

Standard sizes for the Agency Identifier have been established for specific printed applications and have been carefully specified to align or match with titles and secondary typography.

All type sizes shown in this manual have been set on the VIP Mergenthaler typesetting system. When using another type setting system, the height of the letters EPA must be equal to the cap height of the type being used. Shown below are standard sizes and a list of typical applications.

The Agency Identifier has been designed to retain the same visual balance and appearance in enlarged or reduced sizes, and to eliminate reproduction problems in small sizes. The Agency Identifier should never be used in sizes smaller than 14 points or 1/8″ in height. For sizes over 1″ use the 3″ reproduction proof to reduce or enlarge photographically.

Reproduction sheets for the most frequently uses sizes are provided in the back of this manual and may be used for photo-mechanical reproduction.

Additional sheets may be obtained from the Office of Public Awareness, A-107, EPA, Washington DC 20460.

Standard Use	Type Size in points	
Smallest size recommended	14	EPA
	16	EPA
	18	EPA
	20	EPA
Pamphlets, Fliers, Booklets, and Directories	24	EPA
	27	EPA
Reports and Manuals	30	EPA
Letterheads, Envelopes, and Mailing Labels	36	EPA
	42	EPA
Newsletter Mastheads	48	EPA
	60	EPA
	72	EPA

The standard typeface selected for EPA's visual communication program is Univers. This typeface establishes a contemporary appearance and meets the specific requirements of simplicity and versatility.

It is available in all major typesetting methods such as linotype, monotype, photo-composition, and as an electric typewriter face. (Note: composition techniques should never be mixed because small inconsistencies in size and weight may become noticeable.)

Among the outstanding virtues of Univers is its clarity in small sizes, its even appearance, and its well-designed individual characters in large sizes. Univers is the only acceptable typeface for titles, and other non-text settings indicated in this manual. The use of this one typeface will create a unity of Agency materials and strengthen the public image of the Agency as *one* institution. Alternative typefaces should be used only for special situations or when Univers is not available.

The letters EPA in the Agency Identifier were derived from the typeface Univers with some modifications in the design of the individual letters required because of their fixed relationship. When printing the Agency Identifier use repros only. The initials should not be reset in normal Univers when they are part of the Agency Identifier. The height of the capital letters corresponds, however, with the Univers alphabet and allows the logotype and the normal Univers setting to match in height. Titles and headlines are to be set in capitals and lower case, not in all capitals. In general, articles and prepositions appear in all lower case letters.

In situations where Univers is not available, a substitute typeface can be used. The preferred alternate typeface in such situations is Helvetica. It should only be used where it is absolutely necessary and should never be mixed with Univers within the same publication.

For text purposes, two alternative serif typefaces are suggested. These typefaces are to be used as a substitute for Univers in text sizes and should only be used under conditions demanding considerable amounts of reading text. Alternative typefaces for Univers should not be used for titles or headlines.

Consistent with postal directives, it should be noted that no punctuation is to be used after a city designation or between the two initials of a State and the zip code (i.e., Washington DC 20460; Seattle WA 98101 not Washington, D.C., 20460 or Seattle, WA., 98101).

The range of sizes and weights available in Univers type family has been carefully reviewed and limited to the two most frequently required in EPA publications. Univers 65 (Medium Bold) is the official typeface for main titles on covers. This weight corresponds to the EPA logotype. Secondary titles or subtitles should be set in the same size as the main title in Univers 55 (Regular).

Univers 55 is the official typeface for secondary cover information and mailing instructions on the backs of publications. Univers 55 (Regular) is recommended for body copy in all publications. Univers 45 (Light) is an acceptable substitute for Univers 55 for body copy in publications.

Subtitles within the text areas may appear in Univers 45 or 55 matching the weight of the body copy. They also may appear in Univers 65 (Medium) or for special emphasis, in Univers 75 (Bold). A combination of weights for subtitles should be used only when clearly different levels of emphasis are called for.

1 point leading is used for all text sizes. For example: 8 point type should be set on a 9 point body. Titles and secondary copy on covers are to be set solid (without leading).

Univers 55 (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;‘“- —?!$*&/)

24 pt solid Univers 55

How EPA Assure
Financial Integrit
the Federal Wast
Treatment Works

30 pt solid Univers 55

A Report on
Quality of Ou
Drinking Wat

Univers 65 (Medium Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;‘“- —?!$*& /)

24 pt solid Univers 65

**Clean Water Wo
Washington DC
April 1977**

30 pt solid Univers 65

**Effectiveness
Emission Co
as a Functior**

8/9 pt Univers 45

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Implementing visual communication

9/10 pt Univers 45

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with effi-

10/11 pt Univers 45

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's

8/9 pt Univers 55

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Imple-

9/10 pt Univers 55

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of

10/11 pt Univers 55

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components

8/9 pt Univers 65

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9/10 pt Univers 65

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10/11 pt Univers 65

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic compo-

8/9 pt Univers 75

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence

9/10 pt Univers 75

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's

10/11 pt Univers 75

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic

Times Roman and Baskerville are alternative typefaces and may be substituted for Univers only for body copy in publications when the volume of text is considerable or when Univers is not available.

Different typefaces should never be combined on the same page or on facing pages.

Typewriter type or IBM Composer may also be used for reading texts, if economy or speed do not permit normal type setting. Typewriter type comes in 10 point and can be typed as a 15% wider column and then reduced 15% to match 9 point type, or as a 30% wider column and then reduced 30% to match 8 point type.

8/9 pt IBM Selectric Composer

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Implementing visual communication standards will: Minimize

9 pt IBM Selectric Composer not available

10/11 pt IBM Selectric Composer

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confi-

8/9 pt Times Roman

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Implementing visual communication standards will: Minimize decision-making time

9/10 pt Times Roman

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for

10/11 pt Times Roman

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the

8/9 pt Baskerville

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with efficiency, confidence and concern for the public it serves. Implementing visual com-

9/10 pt Baskerville

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with effi-

10/11 pt Baskerville

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the

Typewriter (30% reduction)

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong authoritative and consistent image. The contemporary character and systematic organization of the graphic components convey the Agency's objective of dealing with the problems of our environment with effi-

Typewriter (15% reduction)

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative and consistent image. The contemporary character and systematic organization of the graphic

Typewriter

The new graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong authoritative and consistent image.

Some typographic specifications have been established to maintain a visual consistency throughout EPA's printed material and to facilitate the design and production of various publications. Please refer to the table below when ordering typesetting and preparing artwork.

The following are recommended for style:

Always specify flush left/ragged right setting.

When column width is determined, give the maximum line length and request minimum hyphenation.

Specify one full line of the point size and leading between paragraphs, in order to maintain alignment between columns. Do not indent the first line of paragraphs which are separated by a line space.

Indent paragraphs one em space when there is no paragraph spacing. Do not indent the first paragraph of any text.

Avoid indenting entire paragraphs. Use white space in page layouts generously and consistently whenever space permits.

Avoid initials, bullets, and other decorative typographic devices.

Use italics or a change in the weight of the typeface if emphasis is required.

Horizontal rules may be used for tabulation or separation of text matter and titles.

Typeface:	Univers 45 (Light) Univers 55 (Regular) Univers 65 (Medium Bold) Univers 75 (Bold)
Style:	Upper and lower case
Letterspacing:	Tight (minus ½ Linofilm)
Wordspacing:	4 to the em (4 unit spacing)
Line Spacing:	1 pt. leading for Text sizes (Titles are set solid)
Column:	Flush left, ragged right (unjustified)
Rules:	½ pt.
Paragraph Spacing:	1 line space (type size plus leading)
Paragraph Indentions:	1 em space (no indentions after title or first line of column)

Reproduction Systems	Typeface
VIP Mergenthaler	Univers
Alphatype	Versatile
Berthold Fototype	Univers
Compugraphic	Univers
Harris Intertype	Galaxy
IBM Selectric Composer	Univers
Mergenthaler Linotype	Univers
Monotype	Univers
Photon	Univers

The simplification and organization of information is an important element in the Agency's communications system. A clear identification of its categories of information is essential to a clear understanding by the reader. Several design elements have been employed to organize reoccurring information throughout EPA's publications.

Specific type sizes have been designated for distinct information.

Rules and grids have been introduced to organize information horizontally and vertically. The use of rules is a major factor in the EPA graphic identity program.

The typographic rules perform specific functions on covers for agency signatures and in mailing information. The use of rules inside publications for functional and decorative purposes is recommended and examples of their application are shown throughout this manual.

A major design consideration has been the standardization of the arrangement of organization of cover information.

Layout standards have been established to maintain consistency among EPA publications.

The standard layout either groups together or separates different levels of information and organizes material both vertically and horizontally. All covers and publications pages have been divided into either one, two, three or four vertical columns.

Reoccurring identification information is grouped across the top of the publication. For example: the full legal name of the Agency, the originating office or region with its address, the date of issue and EPA publication code number (index) when applicable.

The legal name must always be set in three lines as shown, with "United States" unabbreviated.

Address information should not exceed four lines.

The number of the region should be set in Arabic numerals, and the States included within the region should be listed whenever possible.

The configuration of the words and lines of titles is a dominant design element on a cover. Due to the variation in copy, only general rules can be specified for their graphic treatment.

The mandatory specification is that the title is to be set flush left and ragged right (unjustified). Attention should be given to the length of the lines. The breakup of the words should consider both their meaning and the resultant shape, avoiding hyphenation whenever possible.

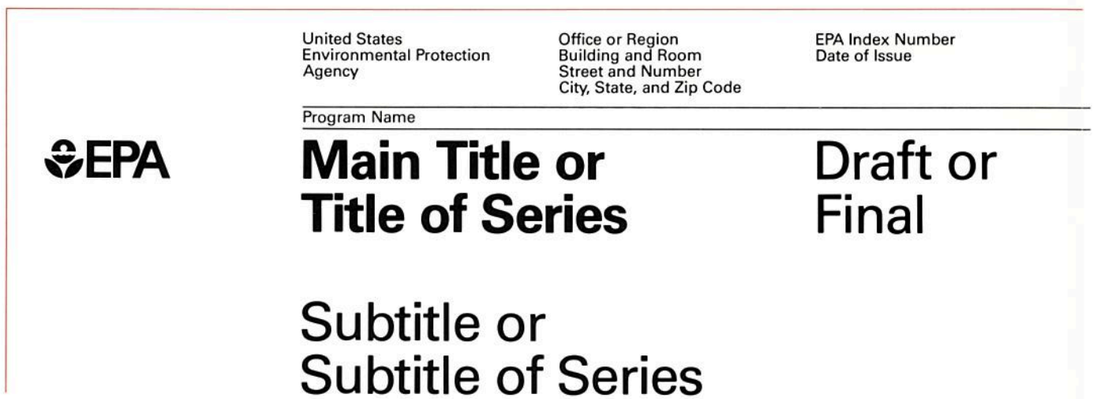
The use of an overall identification appearing in the last column on the same line as the beginning line of a title may prove helpful to the reader. "Draft", "Preliminary", "Final", and "For Review" are examples.

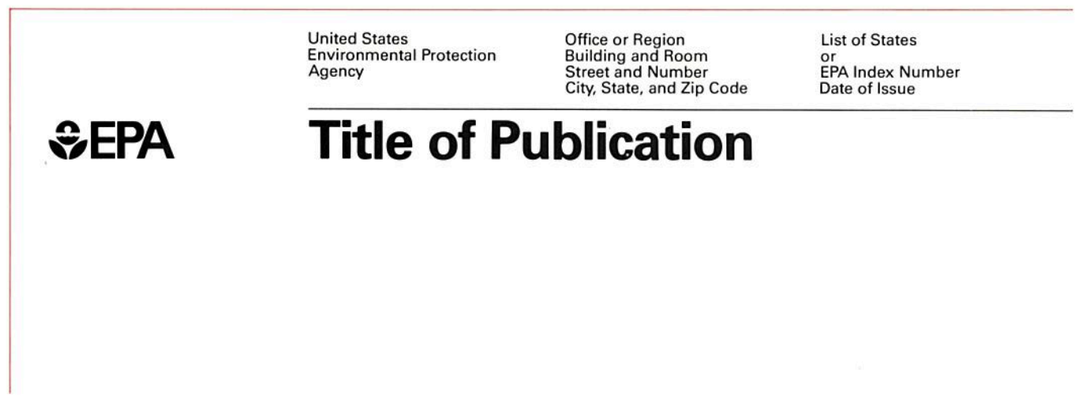
Main titles or titles of series are always set in Univers 65, with the Agency Identifier and titles matching cap height.

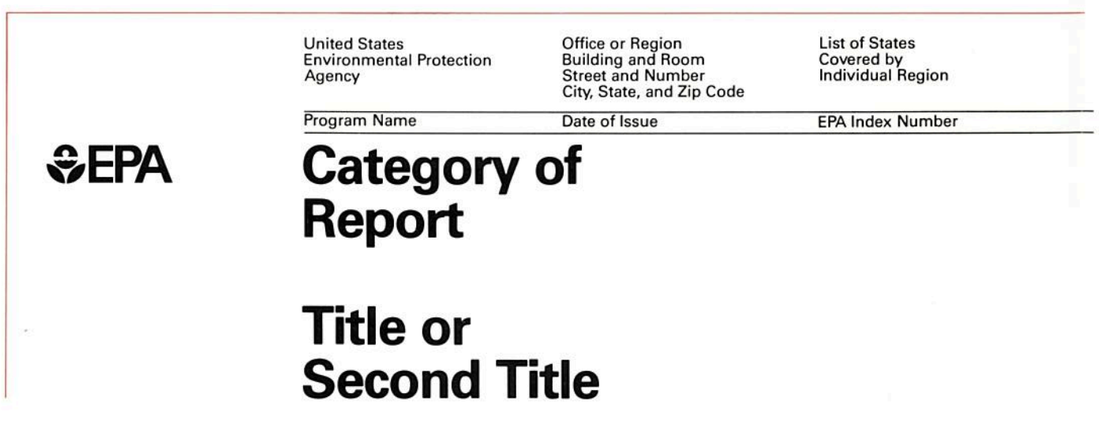
Subtitles and overall identification are set in Univers 55, in the same size as main titles.

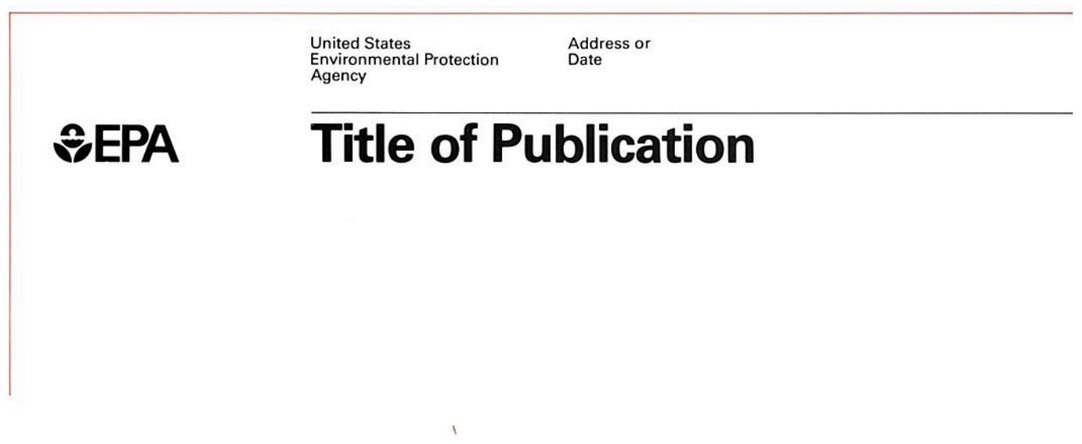
A double rule is only used when the publication originates with an EPA program or on mastheads of periodicals.

For laboratory and other non program publications a single rule is used.









The EPA signature is the combination of the logotype and its full legal name. Its application is mainly in print advertising, television, films, etc. and for all communication components where the standard grids do not apply.

The EPA signatures fall into two categories:
Agency Identifier with full legal name
Agency Identifier with regional or laboratory identification

When using advertising signatures, it is important that they be placed in a prominent position within the advertisement format. The signature should align with columns of text or other graphic and illustrative elements whenever possible, aligning the E of the initials and allowing the Agency symbol to hang out to the left. (See example on this page)

A 2" version has been designed for large-scale reproductions and should be used for signatures larger than 60 point or specifically for TV, film, or transparency projection.

A 2" version of the EPA signature is available in the reproduction material section of this manual.

Align with text

Agency Signature
Agency Identifier 36 pt;
Legal name 9 pt solid

United States
Environmental Protection
Agency

Agency Signature with address

United States
Environmental Protection
Agency

Washington DC 20460

Agency Signature with
regional or laboratory address

United States
Environmental Protection
Agency

Region 10
1200 Sixth Avenue
Seattle WA 98101

Large Signature
Agency Identifier 60 pt;
legal name 9 pt solid

United States
Environmental Protection
Agency

Washington DC 20460

A number of specific sizes have been adapted for all pamphlets, brochures, reports, and stationery to accommodate standard paper sizes. For each of the standard publication formats a grid system has been established for both covers and inside layouts. The interrelationship between logotype, typography, and other design elements is of utmost importance in maintaining a visual balance and continuity throughout all of EPA's publications.

The grid systems are designed to accommodate all standard layout requirements established for EPA and allow for design flexibility of other design elements. The grid systems should be used at all times as layout guides for preparing artwork. They are not intended to restrict design creativity, but to facilitate and assist the complex task of the designer and to improve production efficiency.

The total image of the EPA identification program depends on the designer's effective use of the grid systems as a working tool.

The overall grid format should not be altered in any way. However, the internal grid structure can be modified by subdividing the existing vertical and horizontal spaces to create a secondary grid which multiplies the layout possibilities for special considerations or complex requirements.

Each grid was specifically designed for its format and will assist the designer in copy fitting and in placement and alignment of visual elements on the page.

Specifics for each format developed are described elsewhere in this manual.

Four grid formats have been established:

Grid A 8½" x 11"
Reports, Newsletters, Manuals

Grid A 8½" x 8½"
Special Format

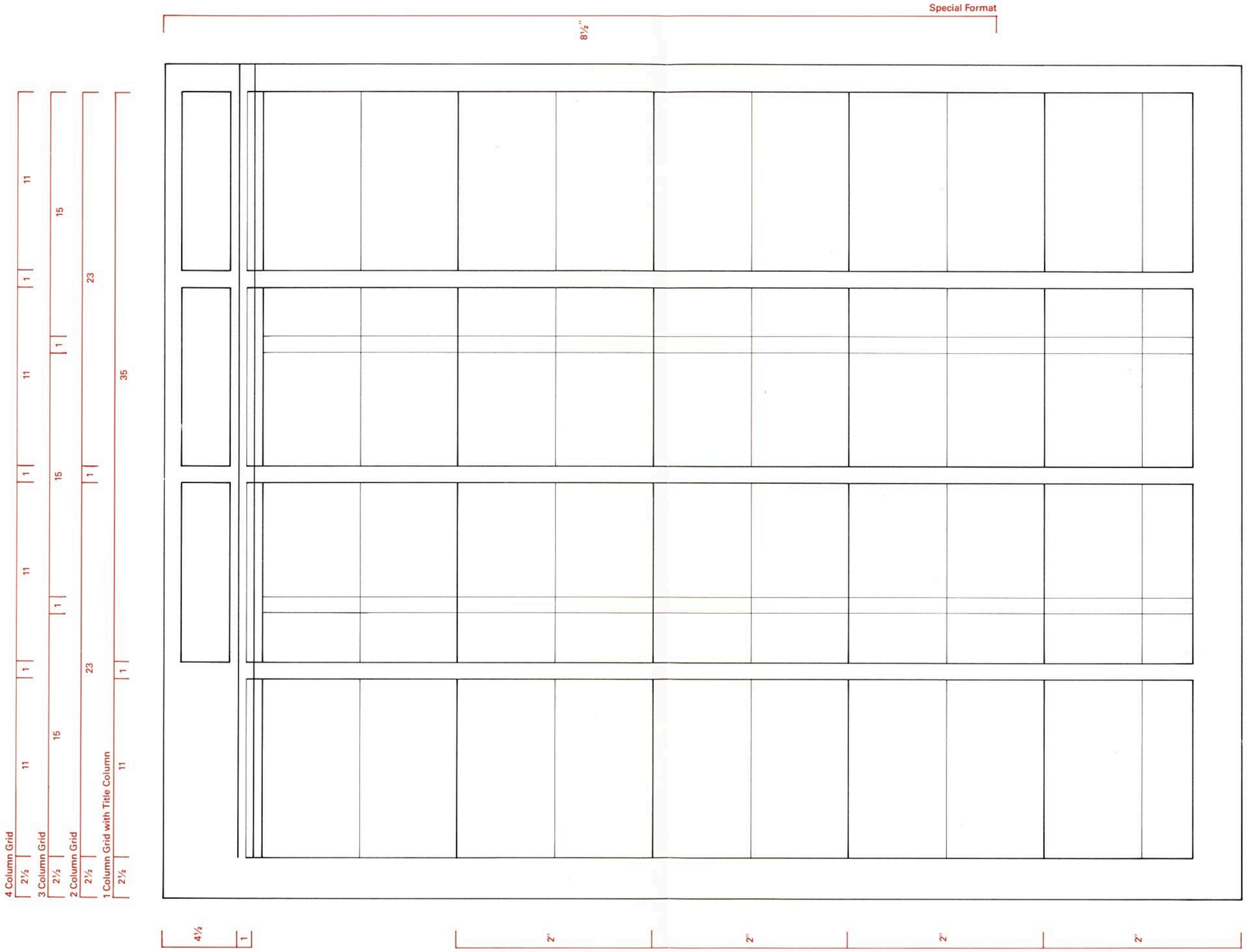
Grid B 5⅝" x 8¾"
Booklets, Directories, Summary Reports

Grid C 4" x 9"
Pamphlets, Brochures, Leaflets

Grid D 8" x 10½"
Congressional size, single sheet printing, Information Sheets, News Releases

These grids are shown full size on the following pages with dimensions given in picas unless indicated in inches.

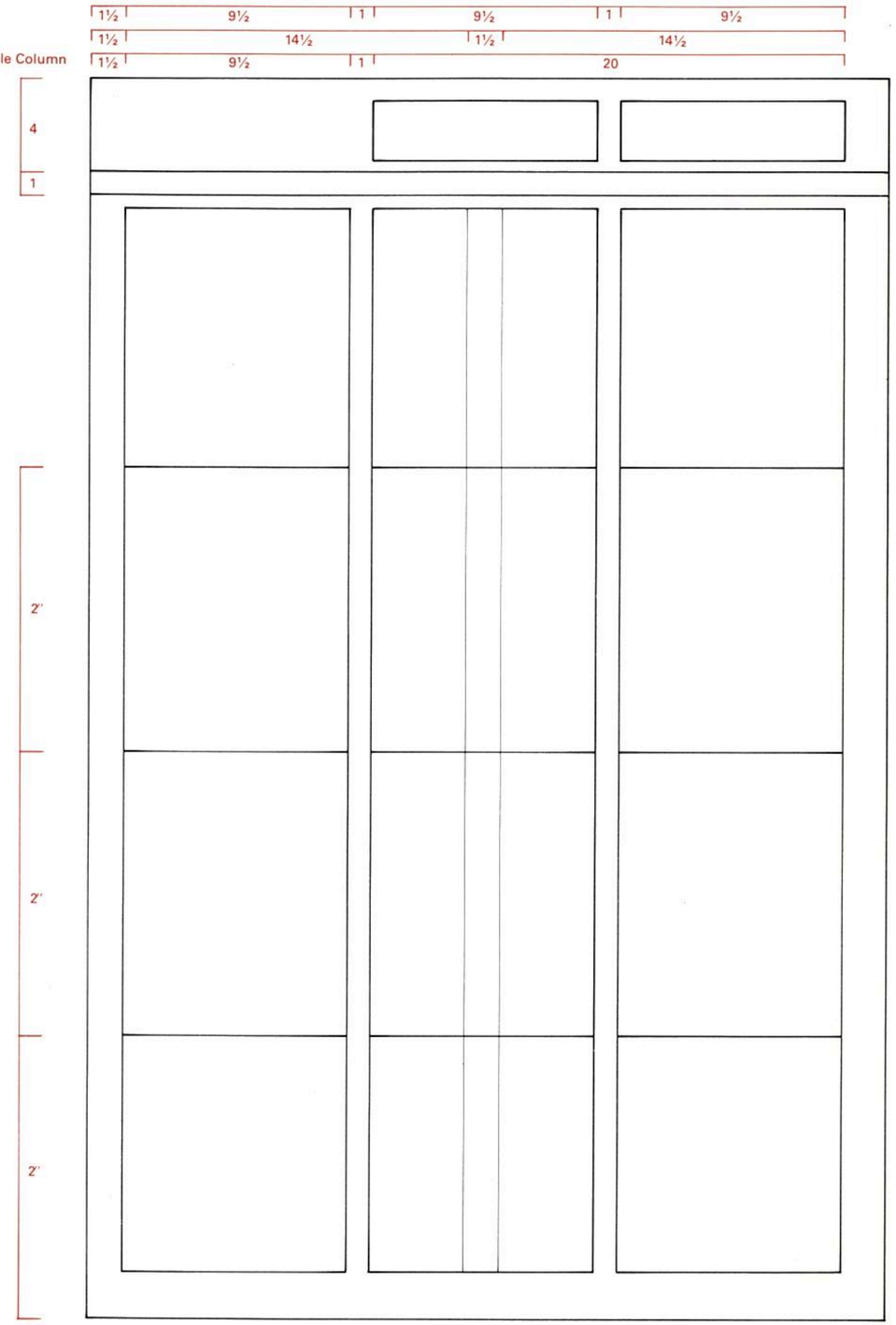
Reports
Newsletters
Manuals



Grid B 5⅝″ x 8¾″

3 Column Grid
2 Column Grid
1 Column Grid with Title Column

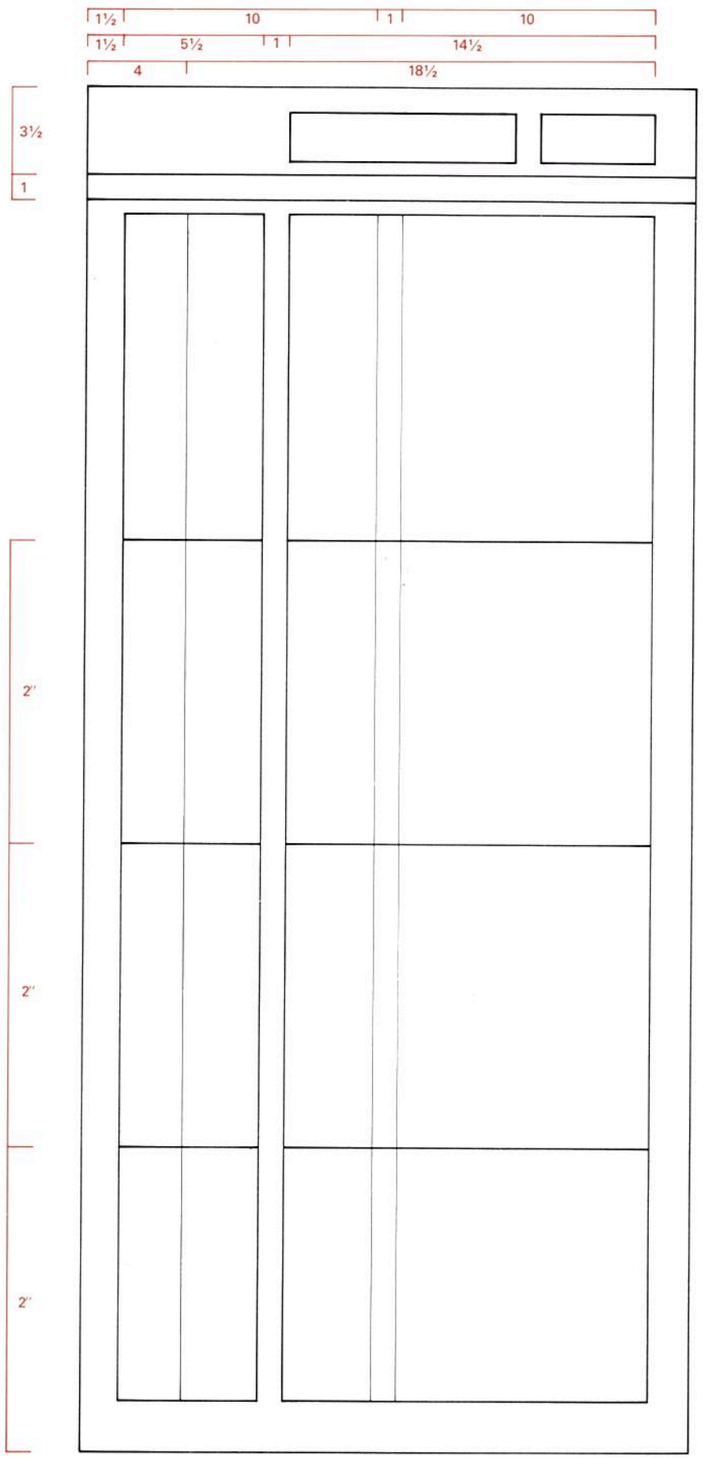
Booklets
Directories
Summary Reports



Grid C 4″ x 9″

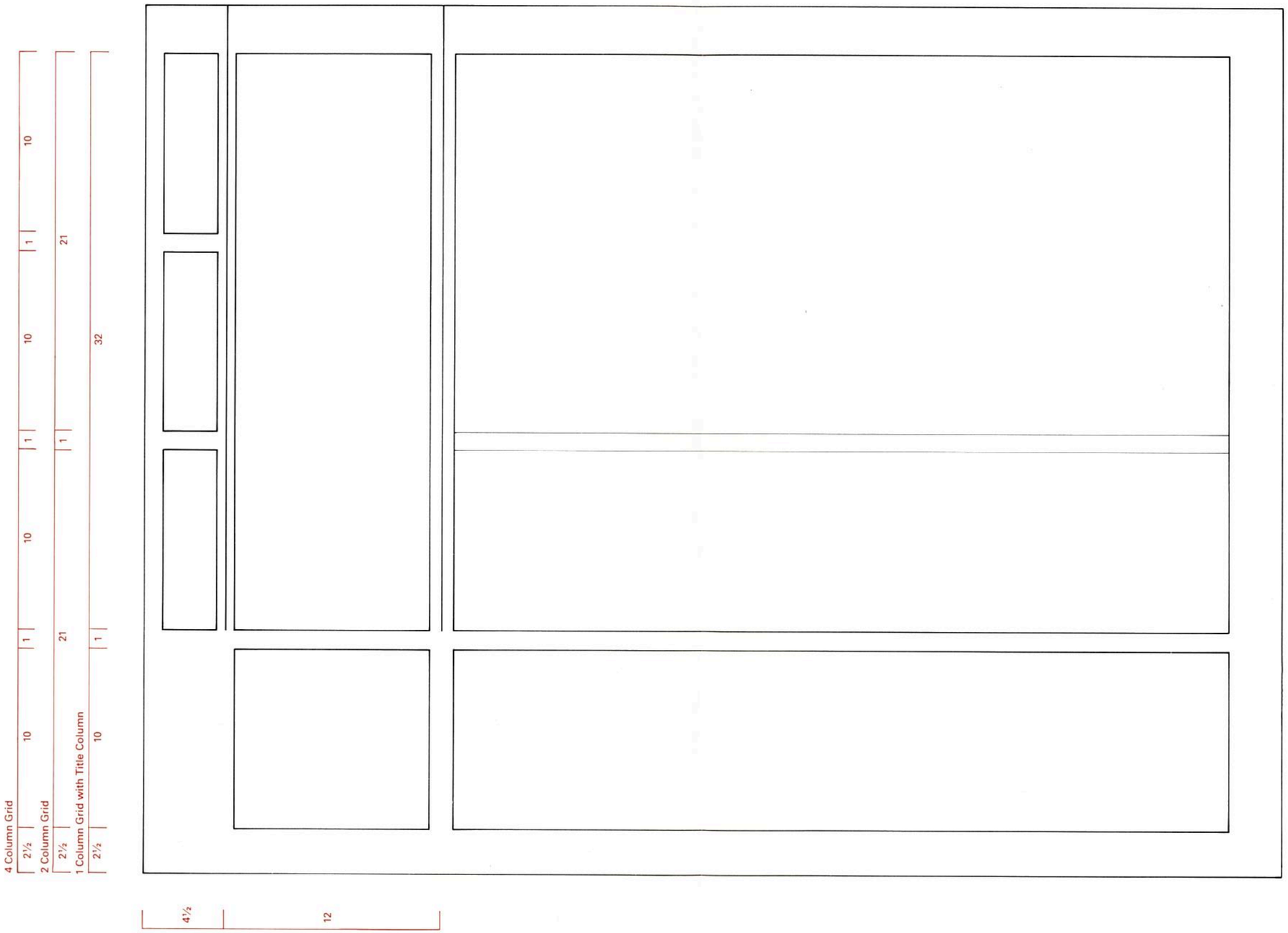
2 Column Grid
1 Column Grid with Title Column
1 Column Grid

Pamphlets
Brochures
Leaflets



Grid D 8″ x 10½″

Congressional Size
Single Sheet Printing
Information Sheets
News Releases



Stationery design is an important part of the Agency's visual communications program.

As with publications and collateral materials, the design system for stationery is based on the consistent use of the Agency Identifier, EPA Blue, fixed typographic specifications, and location of rules within a layout grid.

A typing format has been established for letterheads, envelopes, and mailing labels and should be carefully followed. This format integrates the typing placement with the printed letter heading, and is consistent for all EPA offices.

Please note that the rule is located differently for some regions, laboratories, etc., which require additional space for four line addresses or list of States.

The EPA letterhead is used as the first page for all outside correspondence. The format is 8" x 10½" inches. The printing ink must match the EPA Blue, and be printed on white paper stock.

Master art for letterheads is available through the Office of Public Awareness, A-107, EPA, Washington DC 20460.

8" x 10½"
Shown at 50%

United States Environmental Protection Agency

Region 4
345 Courtland Street NE
Atlanta, GA 30308

Alabama, Georgia, Florida, Mississippi, North Carolina, South Carolina, Tennessee, Kentucky

EPA

Date

Addressee Name
Title
Company or Office
Street and Number
City, State, Zip Code

Salutation:

This letter demonstrates the recommended typing format for EPA correspondence.

A small printed dot in the upper left portion of the page indicates the position for the date of the letter. The upper left corner of the date covers the dot and establishes the left margin for the entire letter. Two spaces below are the addressee's name, title, company or office name, etc. For letters requiring six or seven line addresses, move the date one or two line spaces above the dot and follow the same spacing procedure. Two spaces below the address is the salutation.

The body of the letter starts one space below the salutation using single spacing between lines and double spacing between paragraphs. No indentions are to be used.

A double space will separate the body of the letter and the complimentary close. Four spaces are allowed for the signature of the sender.

Complimentary close,

Name of Sender
Title of Sender

Initials
cc:

United States Environmental Protection Agency

Washington DC 20460

EPA

Date

Addressee Name
Title
Company or Office
Street and Number
City, State, Zip Code

Salutation:

This letter demonstrates the recommended typing format for EPA correspondence.

A small printed dot in the upper left portion of the page indicates the position for the date of the letter. The upper left corner of the date covers the dot and establishes the left margin for the entire letter. Two spaces below are the addressee's name, title, company or office name, etc. For letters requiring six or seven line addresses, move the date one or two line spaces above the dot and follow the same spacing procedure. Two spaces below the address is the salutation.

The body of the letter starts one space below the salutation using single spacing between lines and double spacing between paragraphs. No indentions are to be used.

A double space will separate the body of the letter and the complimentary close. Four spaces are allowed for the signature of the sender.

Complimentary close,

Name of Sender
Title of Sender

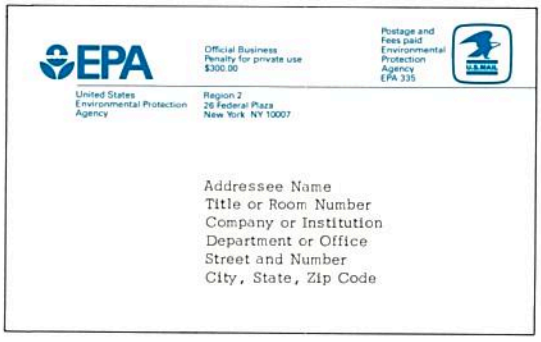
Initials
cc:

The envelope and mailing label combine EPA information with U.S. postal regulations in a consistent style.

Master art for envelopes and the standard mailing label is available through the Office of Public Awareness, A-107, EPA, Washington DC 20460.

#9 Envelopes
3⅞" x 8⅞"
Shown at 50%

Mailing label
3¾" x 5½"
Shown at 50%



The news and information publications of the EPA are strong and important tools of the Agency's visual communications program. Strong recognition from one issue to the next is of vital importance and special emphasis has been given to standardize the reoccurring visual elements of these publications.

Special mastheads have been created for each of the standard formats. The use of the Univers typeface for mastheads was adopted, again, to integrate this visual component with the overall style created for the EPA. The layout for these specific publications follows the grid established and allows for flexibility in the layout of individual issues. The use of photography or illustration within the established grid is recommended.

EPAlog, EPAlert, or any other special designations derived from the EPA initials are never to be used as they change and distort the Agency's correct name both visually and audibly, and compete with the Agency Identifier. All other special names are to be discontinued.

The mastheads for all regional, laboratory, and personnel newsletters have been standardized throughout the EPA.

The word newsletter in Univers 65, appearing in all capital letters, has been specifically adjusted. Below NEWSLETTER, the individual title or origin is set in Univers 45, upper and lower case. The specific titles, because of variations in their individual length, vary in depth and take up different amounts of space. Therefore, the Newsletter itself starts on the next available gridline with a rule above the body copy. If a photograph or illustration is used then the top edge would fall in this same position.

Regional Newsletters should include the appropriate list of States.

The art for NEWSLETTER with the Agency Identifier is available from the Office of Public Awareness, A-107, EPA, Washington DC 20460.

Grid A
8½" x 11"
Shown at 50%

9 pt Univers 55

48 pt Univers 65

48 pt Univers 45

Rule or top edge of photograph or illustration

9 pt Univers 55

48 pt Univers 65

48 pt Univers 45

Rule or top edge of photograph or illustration

Several alternative possibilities for the layout of cover and inside pages have been studied and are illustrated on these pages. Whenever titles of feature articles are used on covers in combination with photography, the type should be positioned in the left margin.

Normally, the regional newsletters are printed in black ink only. The masthead, including the EPA identifier, the word newsletter, and the title can be pre-printed in EPA Green for special impact.

Note that on inside pages, the one, two, or three column layout, following the grid gives ample flexibility for mixing text and illustrations, allows for generous white space, and maintains a position for titles, rules, and illustrations.

The use of horizontal rules to separate news items is recommended. Please note varying weights of rules may be used on inside pages.

Special care should be taken in selecting full-bleed cover photographs to assure that backgrounds do not obliterate the masthead typography. High contrast images, textures, or tonal values close to the "color" of the typography should be avoided.

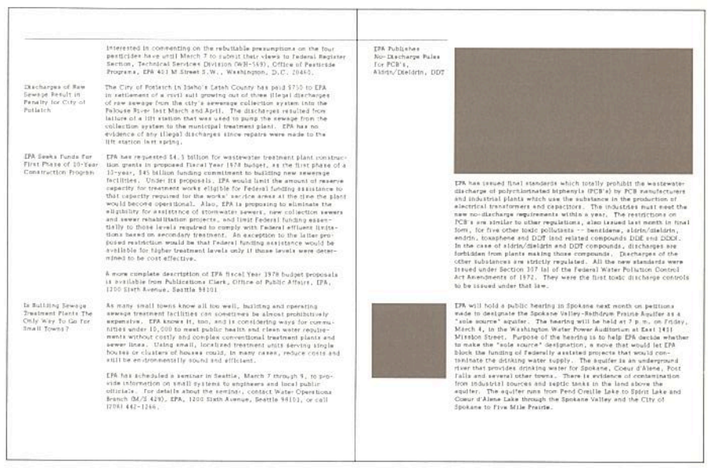
Please note that only four of many possible alternatives are shown.

EPA NEWSLETTER
Northwest Environment

EPA Allows Use of Benlate on Winter Wheat in Northwest

EPA Issues Air Pollution Rules for New, Modified Grain Elevators

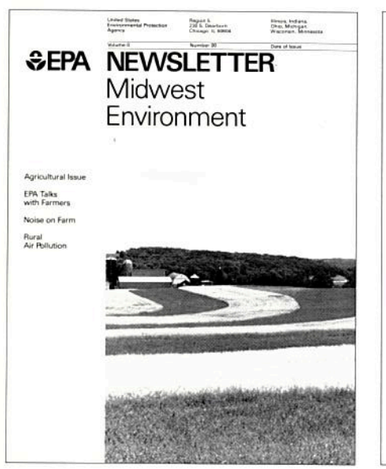
EPA Makes Inquiry on Pesticides Used on Northwest Rodents, Birds


Discharges of Raw Sewage Result in Penalty for City of Pollatch

EPA Seeks Funds For First Phase of 20-Year Construction Program

Is Building Sewage Treatment Plants The Only Way To Go for Small Towns?

EPA Publishes Non-Discharge Rules for PCB's, Aldrin/Dieldrin, DDT


EPA NEWSLETTER
Midwest Environment

Agricultural Issue

EPA Talks with Farmers

Noise on Farm

Rural Air Pollution

Americans have come to look back with nostalgia have come to look back with nostalgia

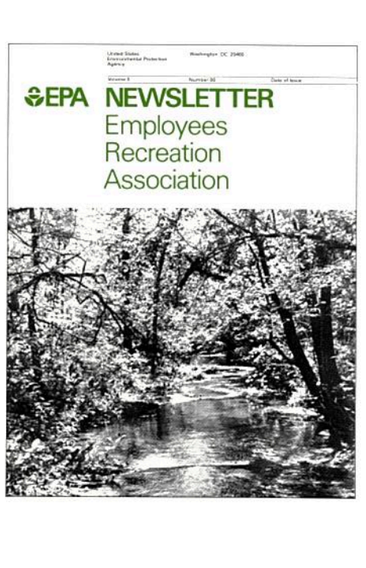
A look back to America

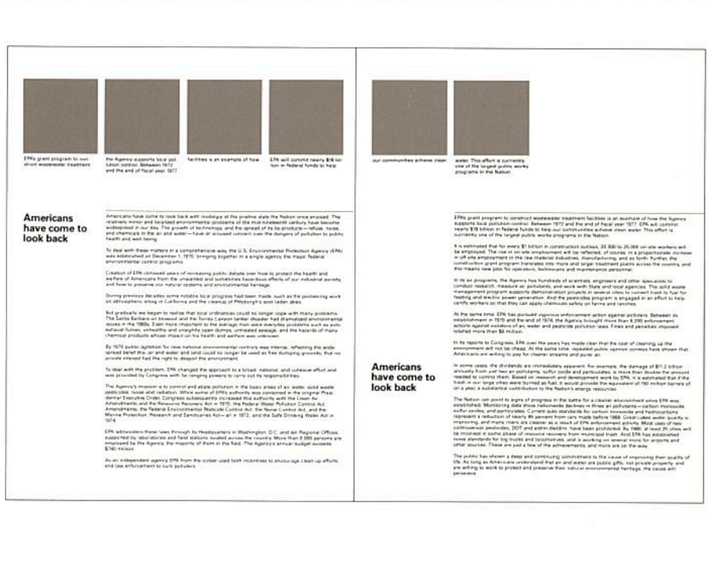
Americans have come to look back with nostalgia

Americans have come to look back with nostalgia

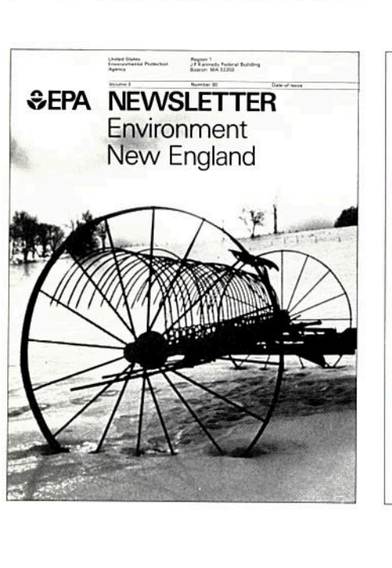
Americans have come to look back with nostalgia have come to look

Americans have come to look back with nostalgia


EPA NEWSLETTER
Employees Recreation Association


Americans have come to look back

Americans have come to look back


EPA NEWSLETTER
Environment New England

Dangers of Pollution

Americans have come to look back with nostalgia

Health and Control

EPA Environmental News and EPA Environmental Information are the Agency forms for news releases and fact sheets. Both are designed for single sheet printing using the Grid D, 8″ x 10½″ format.

Special mastheads have been designed for these news and information sheets. The titles are set in 36 point Univers 65 and correspond in size with the Agency Identifier.

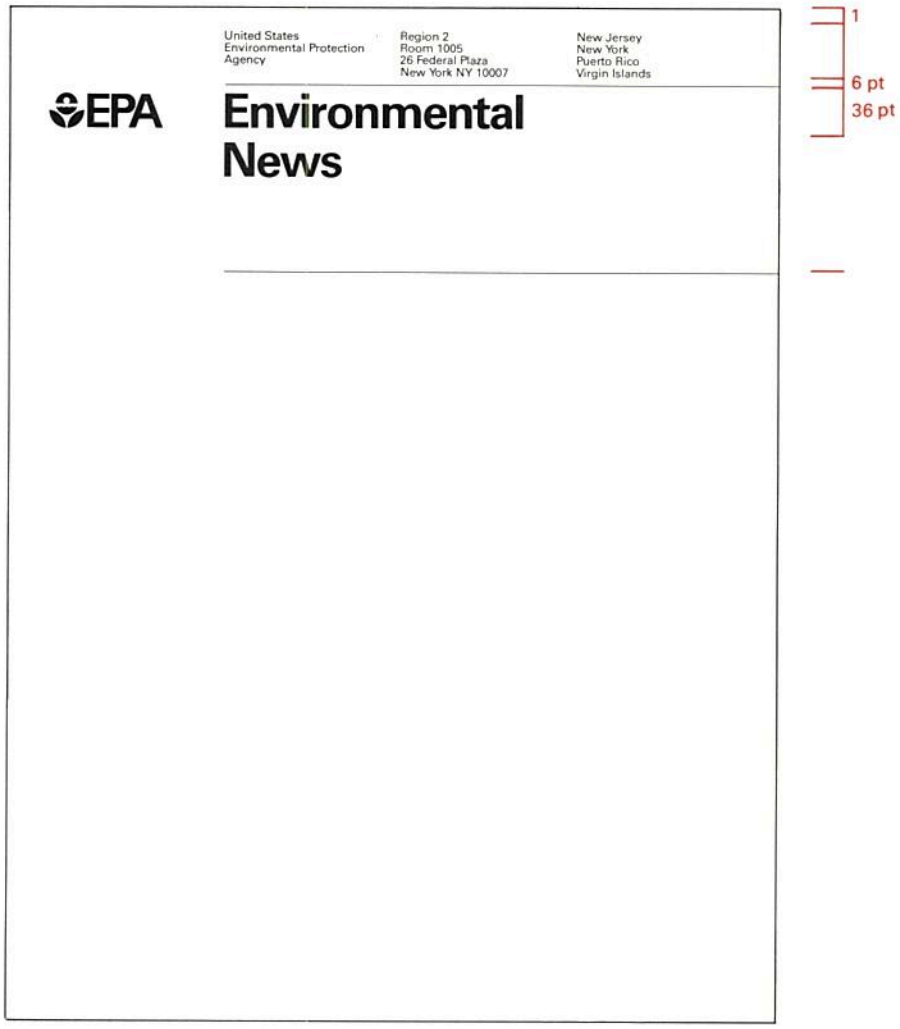
On both sheets the full name of the Agency, address lines, Agency Identifier, and masthead title print in EPA Green, text and titles print in black. The mastheads may be pre-printed for economy; they can also be reproduced in black whenever economy dictates one-color reproduction or pre-printed mastheads are not available.

It should be noted that the rule dividing the address information from the masthead is in the same position for either three or four line addresses.

Grid D
8 x 10½″
Shown at 50%

9 pt solid Univers 55

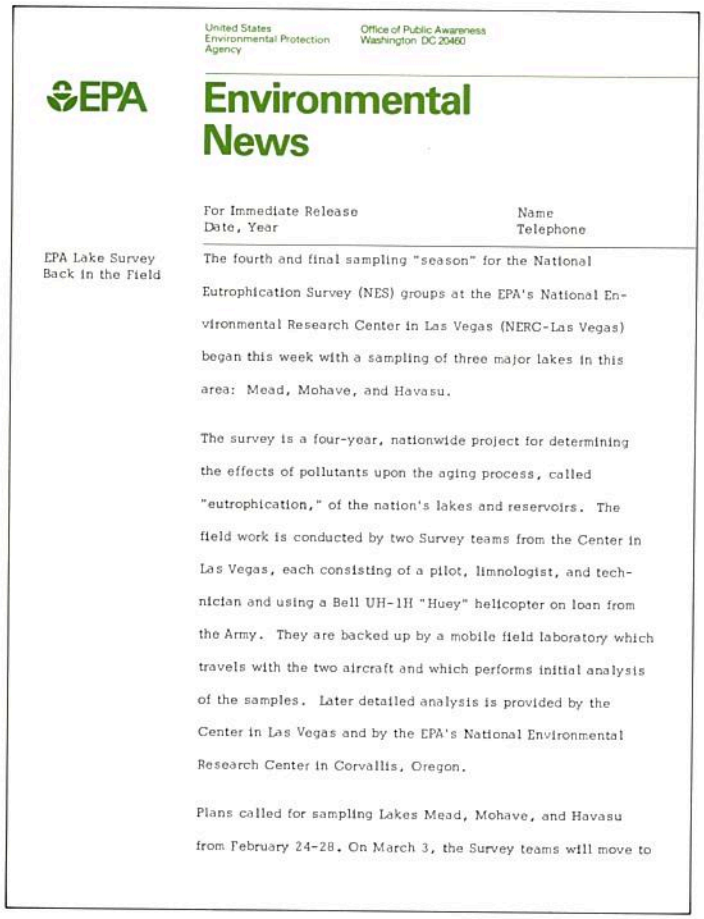
36 pt solid Univers 65



Text and titles of these sheets are reproduced directly from typewriter copy. The text is typed in a single column. Titles and subtitles are positioned in the left margin, aligned at the top with the first line of text. Environmental News text is typed double spaced. However, when space or economy require it, news releases may be typed single spaced, after the lead paragraph.

An additional rule is drawn at the top grid line position to divide text material from the masthead. The release date for Environmental News sheets and the name and telephone number of the EPA contact are typewritten above this rule. Text titles appearing in the first column are typewritten, single spaced, for both forms.

A standard typographic layout, following the grid system, has been established for self mailer information for all newsletters and releases. The relationship of self mailer information to formats is shown later in this manual.



United States Environmental Protection Agency
Office of Public Awareness
Washington DC 20460

EPA

Environmental News

For Immediate Release
Date, Year

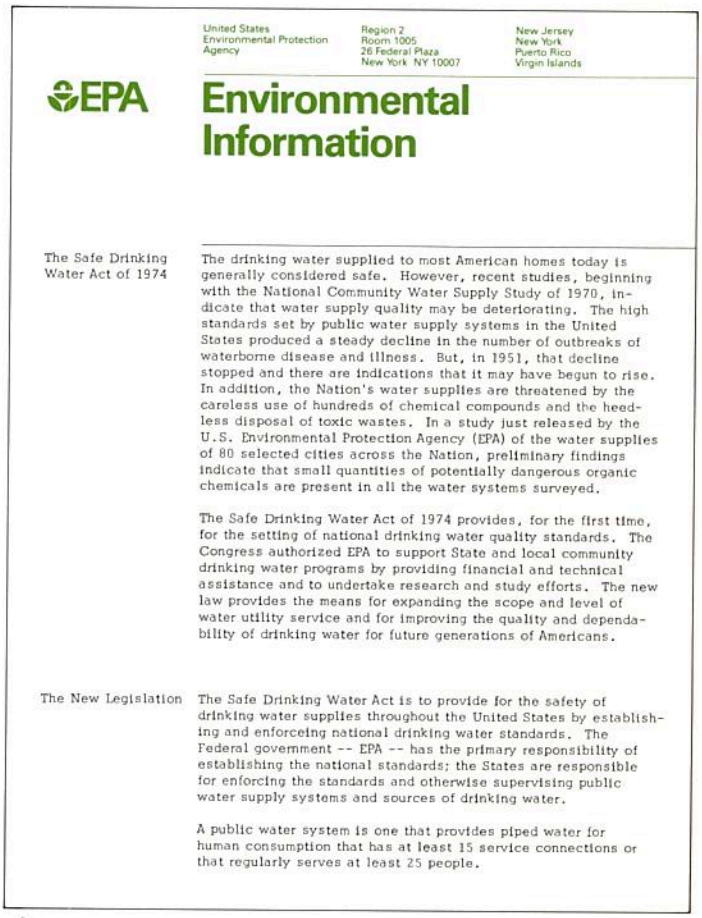
Name
Telephone

EPA Lake Survey Back in the Field

The fourth and final sampling "season" for the National Eutrophication Survey (NES) groups at the EPA's National Environmental Research Center in Las Vegas (NERC-Las Vegas) began this week with a sampling of three major lakes in this area: Mead, Mohave, and Havasu.

The survey is a four-year, nationwide project for determining the effects of pollutants upon the aging process, called "eutrophication," of the nation's lakes and reservoirs. The field work is conducted by two Survey teams from the Center in Las Vegas, each consisting of a pilot, limnologist, and technician and using a Bell UH-1H "Huey" helicopter on loan from the Army. They are backed up by a mobile field laboratory which travels with the two aircraft and which performs initial analysis of the samples. Later detailed analysis is provided by the Center in Las Vegas and by the EPA's National Environmental Research Center in Corvallis, Oregon.

Plans called for sampling Lakes Mead, Mohave, and Havasu from February 24-28. On March 3, the Survey teams will move to



United States Environmental Protection Agency
Region 2
Room 1005
26 Federal Plaza
New York NY 10007

New Jersey
New York
Puerto Rico
Virgin Islands

EPA

Environmental Information

The Safe Drinking Water Act of 1974

The drinking water supplied to most American homes today is generally considered safe. However, recent studies, beginning with the National Community Water Supply Study of 1970, indicate that water supply quality may be deteriorating. The high standards set by public water supply systems in the United States produced a steady decline in the number of outbreaks of waterborne disease and illness. But, in 1951, that decline stopped and there are indications that it may have begun to rise. In addition, the Nation's water supplies are threatened by the careless use of hundreds of chemical compounds and the heedless disposal of toxic wastes. In a study just released by the U.S. Environmental Protection Agency (EPA) of the water supplies of 80 selected cities across the Nation, preliminary findings indicate that small quantities of potentially dangerous organic chemicals are present in all the water systems surveyed.

The Safe Drinking Water Act of 1974 provides, for the first time, for the setting of national drinking water quality standards. The Congress authorized EPA to support State and local community drinking water programs by providing financial and technical assistance and to undertake research and study efforts. The new law provides the means for expanding the scope and level of water utility service and for improving the quality and dependability of drinking water for future generations of Americans.

The New Legislation

The Safe Drinking Water Act is to provide for the safety of drinking water supplies throughout the United States by establishing and enforceing national drinking water standards. The Federal government -- EPA -- has the primary responsibility of establishing the national standards; the States are responsible for enforcing the standards and otherwise supervising public water supply systems and sources of drinking water.

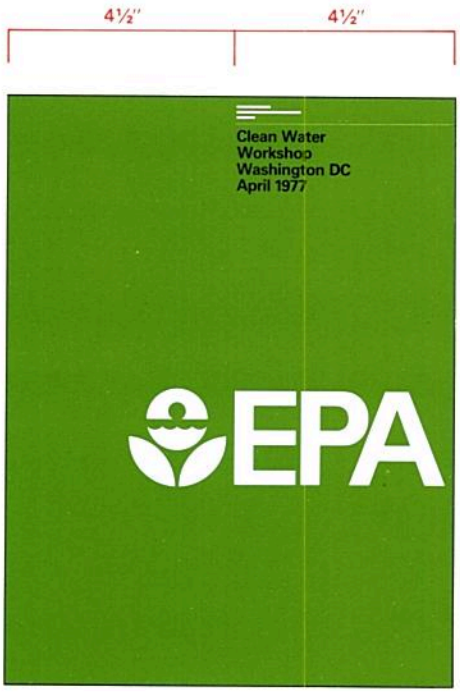
A public water system is one that provides piped water for human consumption that has at least 15 service connections or that regularly serves at least 25 people.

The Agency standard press kit is 9″ x 12″, to hold standard 8½″ x 11″ sheets, 8″ x 10½″ news releases, information sheets, 8″ x 10″ photographs, and other material.

A standard press kit cover has been designed to gain maximum attention, while at the same time allowing adequate space for the imprinting of special titles should they be required.

Allowance has also been made for the imprinting of the region address and its appropriate list of States on the inside flaps.

The Agency Identifier is reversed out of solid EPA Green with the imprint copy overprinting in black. With a solid EPA Green cover, the ink should also appear on the inside flaps and back cover. The solid background clearly identifies and distinguishes the press kit from other visual material with which it may be in competition; however, as an alternative the Agency Identifier, the rule and the legal name may be printed in EPA Green on white stock. Titles may then appear in EPA Green also or be imprinted in black.



Actual size
9″ x 12″

Imprint copy
24 pt solid Univers 65

Flap imprint copy
9 pt solid Univers 55

A number of formats have been established for the various reports, booklets, brochures, pamphlets, and other publications of the EPA. These formats have established grids to help organize both illustrations and text. Positions have been determined for titles and subtitles within these grids.

Typographic standards have been developed to keep a consistent visual appearance for all of the EPA publications. In addition, colors for the Agency have been determined to further increase the reader's awareness of the EPA.

The following pages demonstrate that even though a strong and consistent style has been established, there remains enough visual variety without diminishing the basic communications.

The individual formats with typographic specifications for cover typography and some alternative layouts for inside spreads are indicated.

For all text copy, 9/10 point Univers 55 has been used. However, other type sizes and weights can be used as are shown in the Typography Section of this manual.

4-color process reproduction for any publication should only be considered under unusual and special circumstances.

If the content is considered final and complete on a given subject, a more expensive brochure or pamphlet may be justifiable. If the content is at an intermediate stage of presentation which may require updating and reprinting within a relatively short period of time, 4-color printing may be unnecessarily expensive.

In 4-color reproduction, most of the cost is in the color separations and the plate making, not the printing. Therefore, the quantities required should be 25,000 or more.

Photographs or art work of poor quality should not be reproduced in color. If the visual material available is very different in quality in any single publication, then color reproduction should be questioned.

A publication that will have a long shelf life is more justifiably reproduced in color.

Publications considered to be of major importance to the public can be reproduced in four colors, particularly if the publication will be seen in direct competition with other material and if the budget permits.

EPA reports, statements, manuals, and other publications requiring standard legal size are based on the A Grid, 8½" x 11" format. The basic layout is a four column grid that has been designed to accommodate one, two, or three-column layouts as well.

The cover typography is established in four columns to be used as follows:

Column 1: the Agency Identifier

Column 2: the full name of the Agency, the program name, if applicable, and the title and the subtitle, if required. It is important to understand that the double rule is used only when the publication originates from a program. The program name then appears between the two rules in 9 point Univers 55. If a program name does not appear, then only a single rule may be used.

The major identification is set in 30 point Univers 65, set solid and the subtitle, if any, in 30 point Univers 55, set solid. Note that a full line space is always used between the main title and the secondary title.

Column 3: address lines

Column 4: index number, date of issue, and special designation, if required. "Draft", "Final", or other special designation is to be set in 30 point Univers 55, aligning with the first line of the title and the Agency Identifier.

The 9 point type, as well as the 30 point type, is to be set solid, without additional spacing, under all circumstances.

The EIS shown below is printed in solid black typography. All program colors or black in either positive or negative may be used.

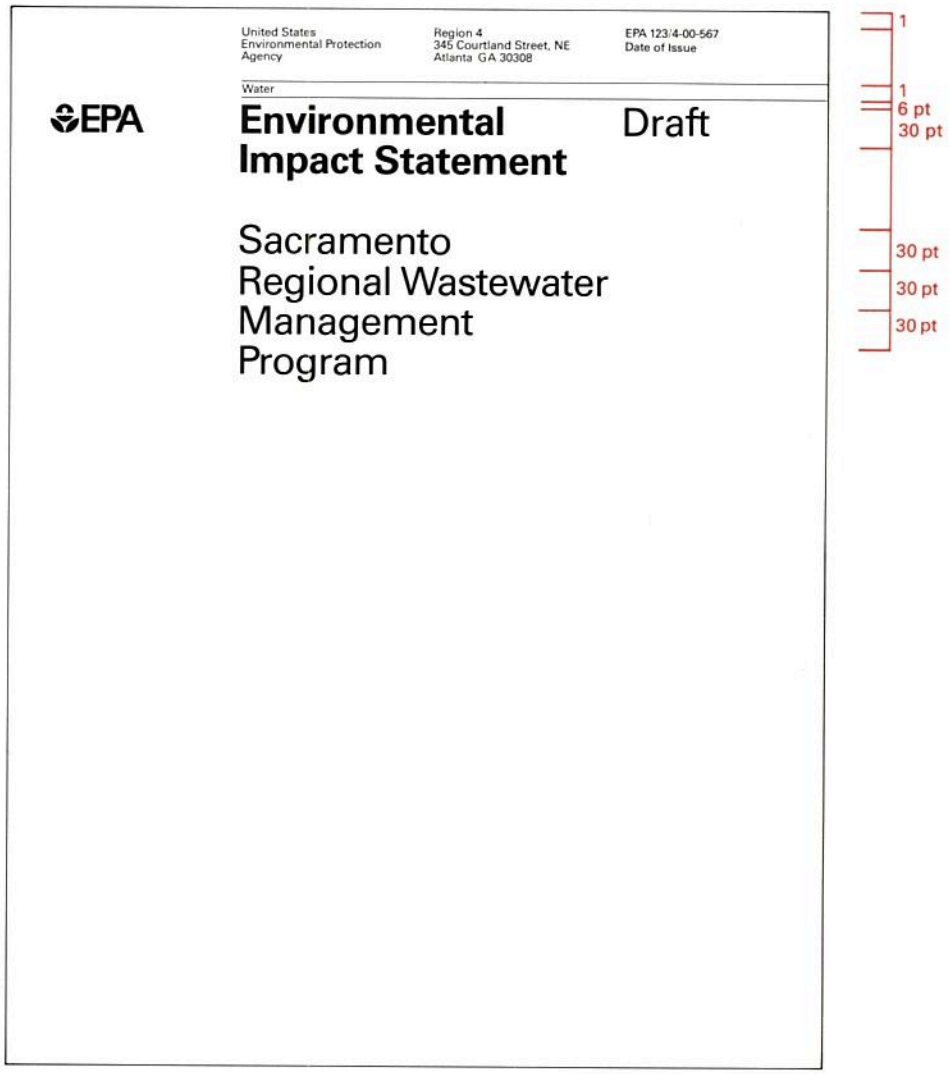
For regional program publications, with the list of States covered by the region in the fourth column, the date and index number moves between the two rules in the third and fourth columns respectively. (see page 14)

Grid A
8½" x 11"
Shown at 50%

9 pt Univers 55

30 pt Univers 65

30 pt Univers 55



Illustrated on this spread are a variety of examples of cover and inside layouts using the A Grid.

Under all circumstances the illustrations align with the grid lines and column lines selected.

Margins have been determined based on the amount of space available and the text required, and to consolidate white space as much as possible. If it is possible to relate the inside layout margins with the dimension of the cover typography, a stronger visual relationship is established. This can be accomplished in a variety of ways, as illustrated below, by using the rules and depth of typography on covers as alignment points.

Depths of columns have been made uneven to add visual interest to the page. It is suggested, however, that columns break between paragraphs whenever possible.

Cover with type dropping out of black. Inside spread with a wide one-column typewritten text using three of the four columns of Grid A. Titles are set in the first column.

A single rule, bleeding to the right, is used above the text column only. Please note that "Draft" reports print in black on white or in reverse; "Final" and other subsequent reports may print in color if they need to be distinguished.

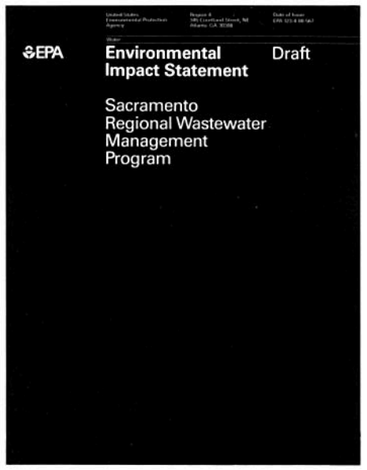
Cover with type dropping out of EPA Blue.

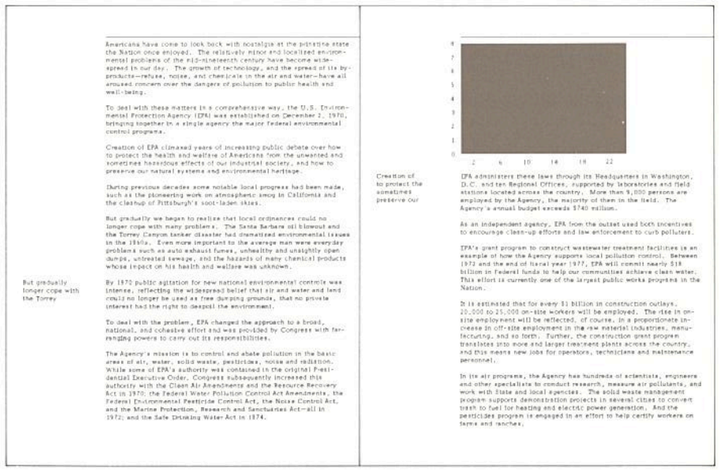
Inside spread with a two-column text and picture layout aligning with the margin determined by the depth of the typography on the cover. A double rule is used, repeating the cover format, for running titles or chapter headings.

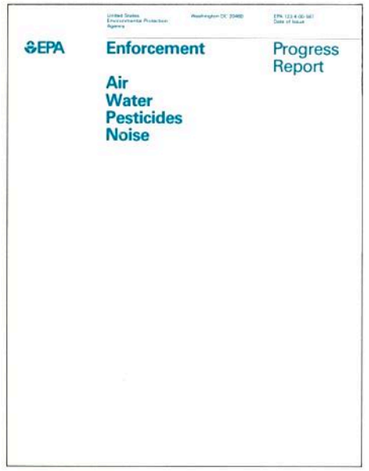
Cover with typography in EPA Blue. Inside spread using a three-column text layout with a two-column wide illustration. The white space above the text columns is used for a single rule and titles.

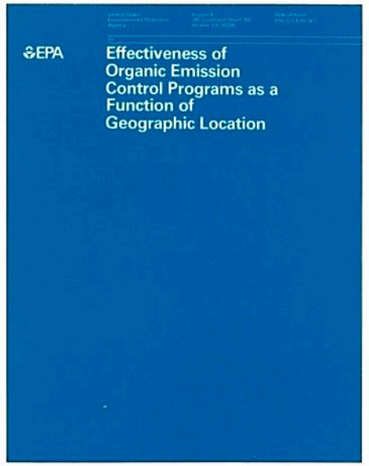
Special cover with four-color photography reflecting the grid, and with the type reversed out of black.

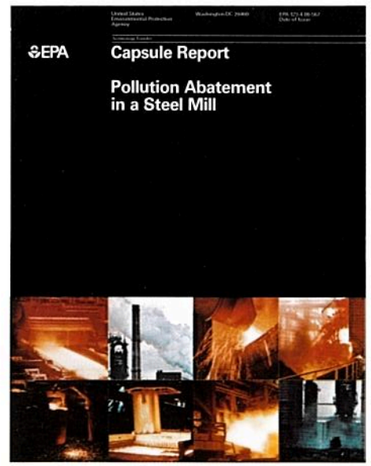
The inside spread uses the four-column layout with text and titles hanging from a single rule.

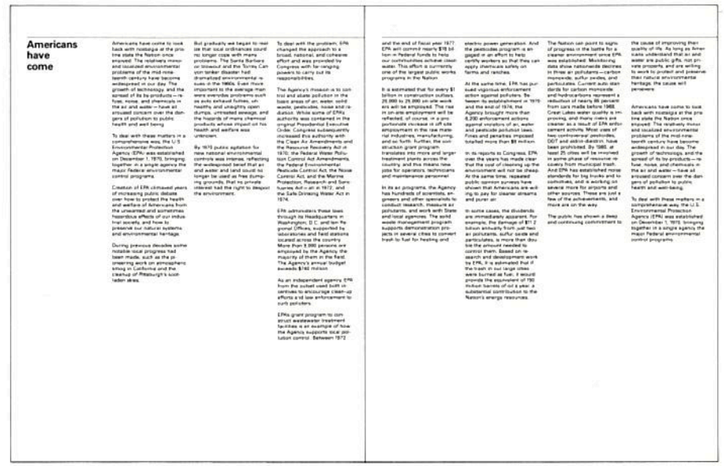












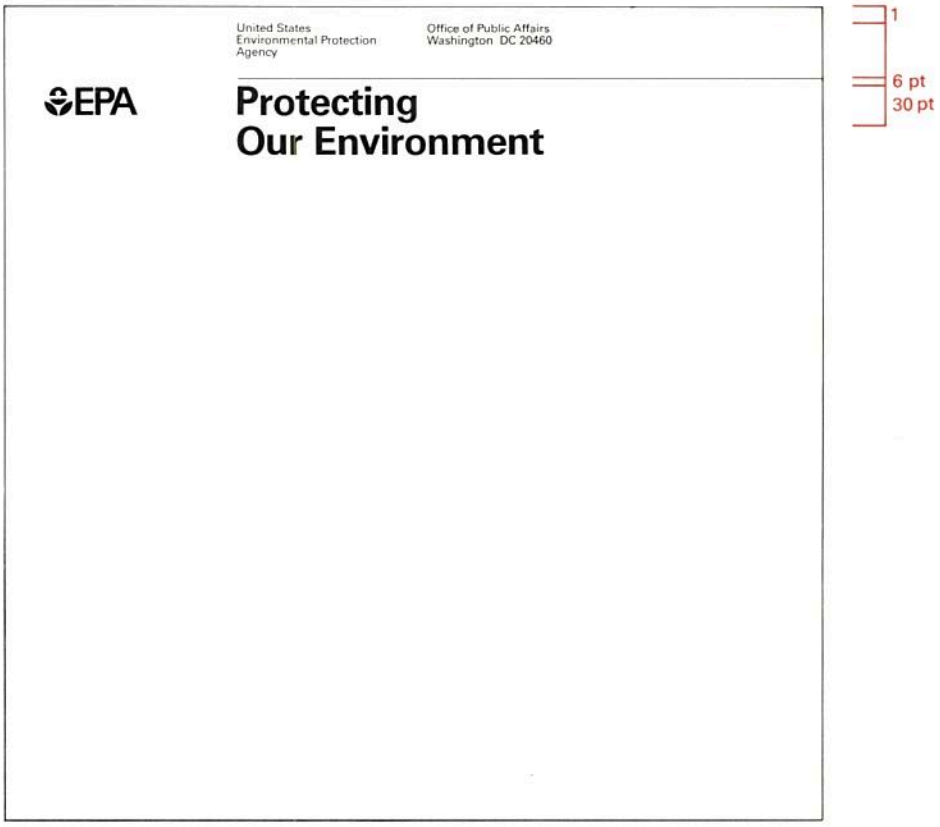
The special format has been established for use when a publication is considered to be of singular significance to a region or laboratory, or for particularly important communications to the general public emanating from the Office of Public Awareness

The Special Format is 8½" x 8½" which uses Grid A and the cover typography specified for reports.

Grid A
8½" x 8½"
Shown at 50%

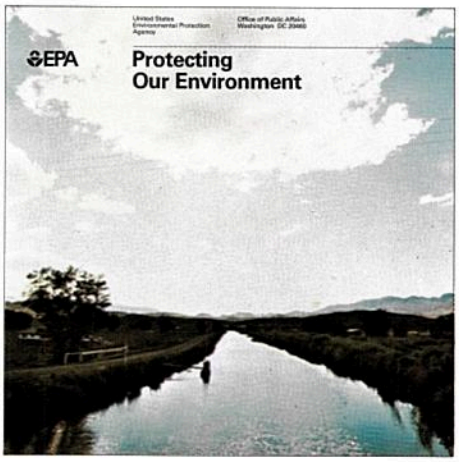
9 pt Univers 55

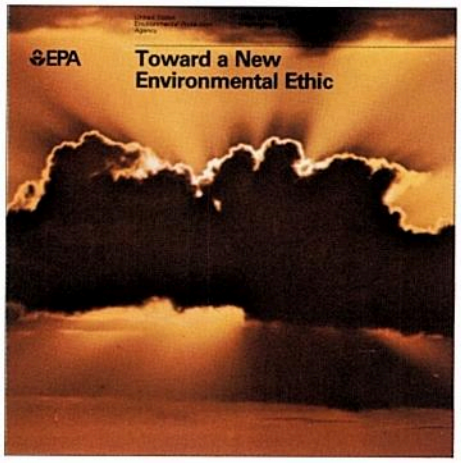
30 pt Univers 65

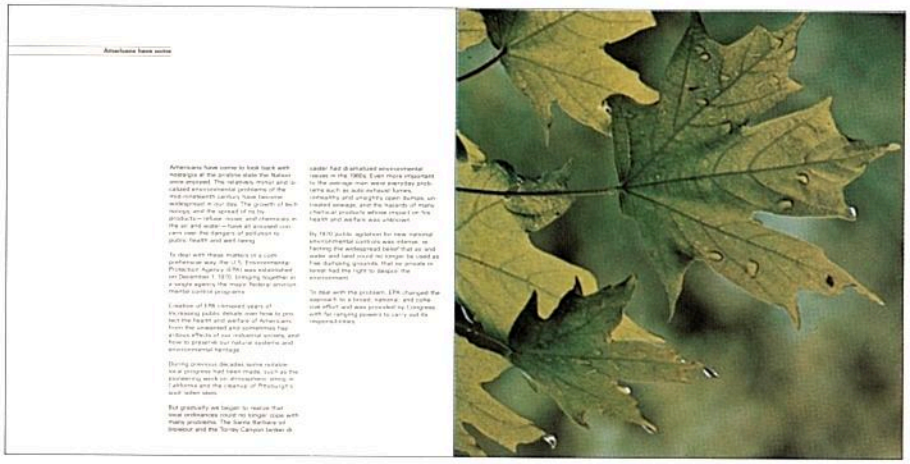


The use of 4-color printing has been outlined in the introduction to this section.

The Special Format is to be used, as is color printing, only when a publication requires very special attention from the audience. In turn, special attention should be paid to the design and layout. A generous use of white space and illustration is demonstrated below.







For booklets, directories, and small summary reports the standard Grid B, 5⅝" x 8¾" is used.

This basic three-column layout can be used in a variety of ways, as illustrated on the following page.

The organization of the cover typography follows the columns with the Agency Identifier, the legal name, and the address lines in each of the three columns respectively.

The full Agency name, address, dates, and program names are set in 8 point Univers 55, set solid for all booklets, directories, and small summary reports. This is one size smaller than what is specified for reports. Titles are set in 24 point instead of 30 point.

The example below shows a single rule being used between the address information and the titles. If the publication originates from an EPA program, a double rule is used with the name of the program between the two rules. The main title is set in 24 point Univers 65 and the subtitle, if any, is set in 24 point Univers 55, with a full line space between the two.

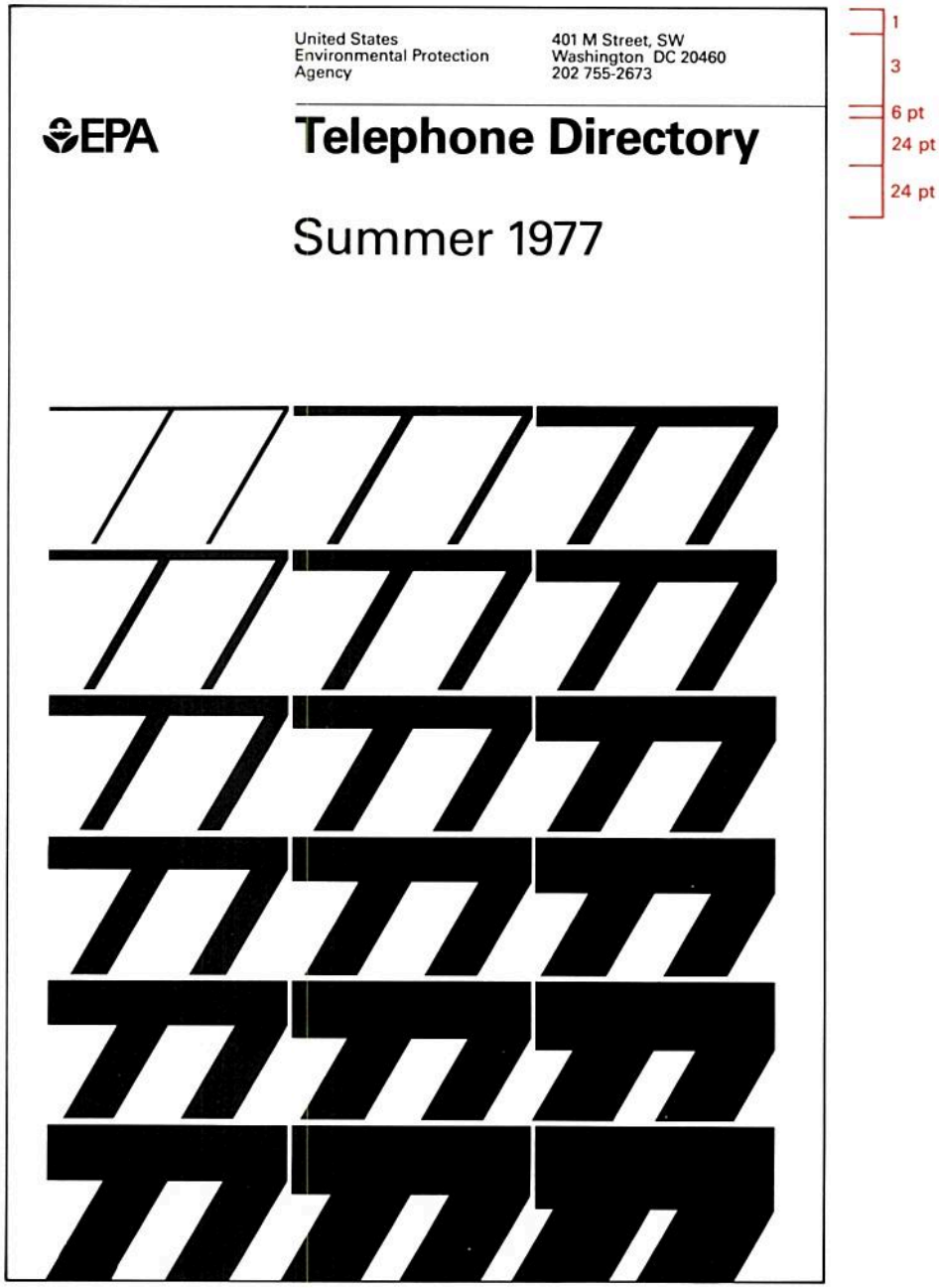
The remaining space may be used for illustrations.

Grid B
5⅝" x 8¾"
Shown at 75%

8 pt Univers 55

24 pt Univers 65

24 pt Univers 55



Shown below are four alternative layouts for the Grid B format. Please note that these do not account for all the possibilities available.

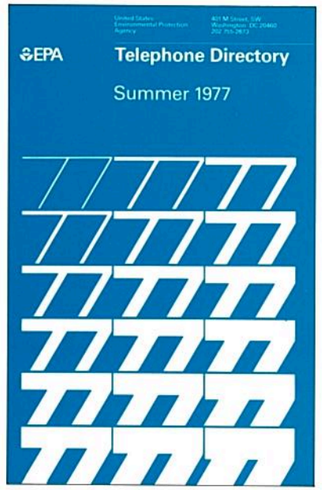
The telephone directory cover shows a typographic illustration reflecting the basic three-column layout. The inside indicates a full three-column setting with rules dividing the inserts horizontally. The grid has been further subdivided for smaller margin tabulations.

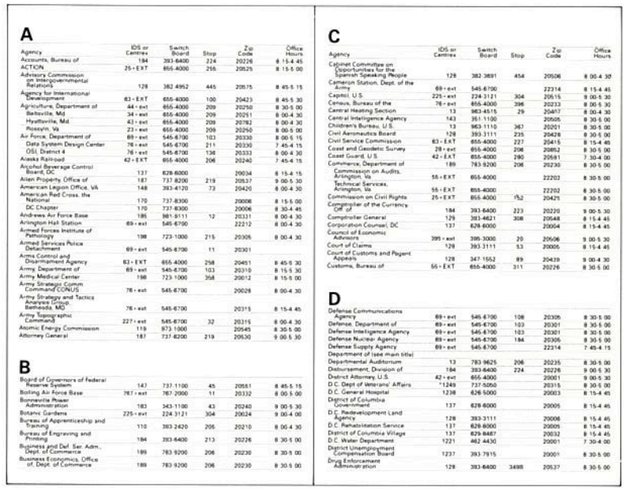
The Water Program booklet cover features a photographic illustration bleeding on two sides, aligned with flush left type of the titles. The inside layout indicates a one-column typeset text with a narrow column being retained for subtitles. The rule at the top of the inside pages picks up the position of the top rule appearing on the front cover. The margin above the text type aligns with the front cover illustration.

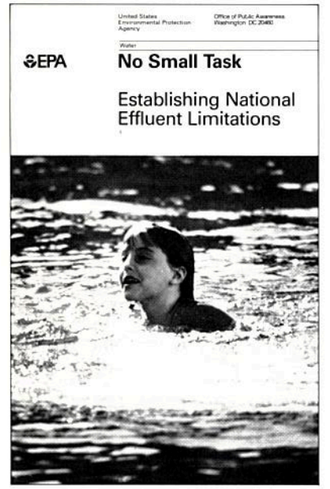
The booklet "No Small Task" uses a three-sided bleed halftone illustration for the cover. On the inside spread the double rule has been used to extend the double rule which is used to separate the program designation on the front cover. The text has been set in a two-column format.

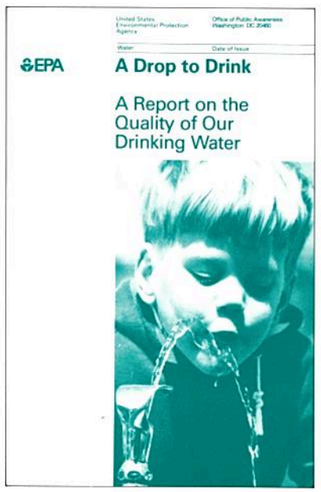
The fourth booklet shown uses the basic three-column layout grid on the inside, with a single rule above titles specified to fit in one column. The cover illustration is full bleed.

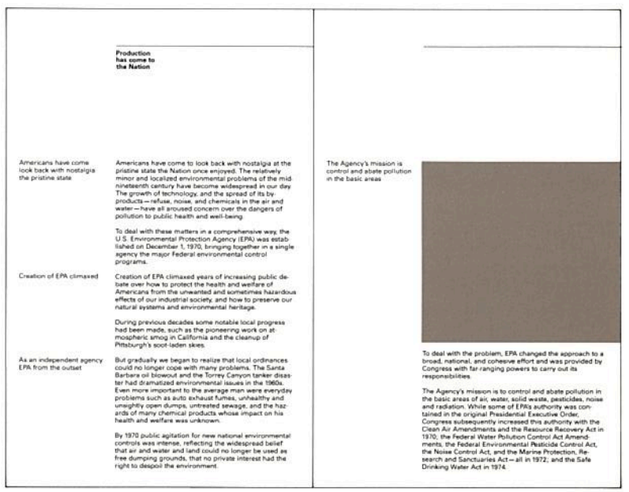
Please note that all illustrations align with the text material and either bleed or are retained within the grid lines, depending on the image selected, and whether or not the image itself needs to be wide, or narrow, or large or small.

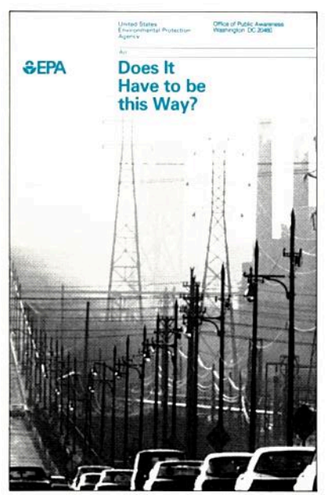


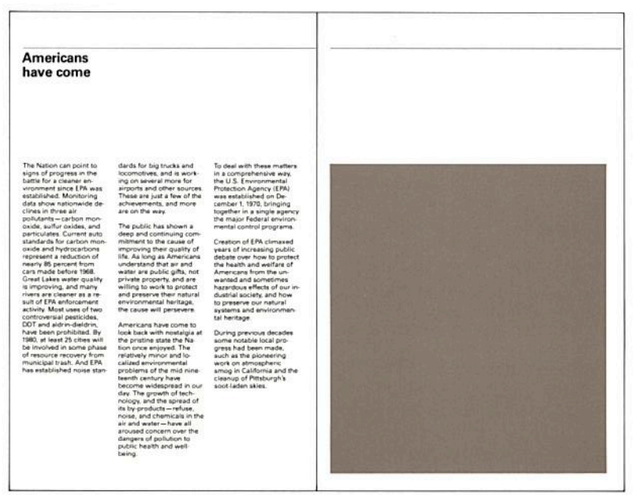












The smallest standard EPA format is Grid C, 4" x 9". This pocket-size is used for pamphlets, leaflets and fliers, small brochures and booklets.

The cover typography uses a narrow column for the Agency Identifier and wider column for the legal name, titles, and secondary titles.

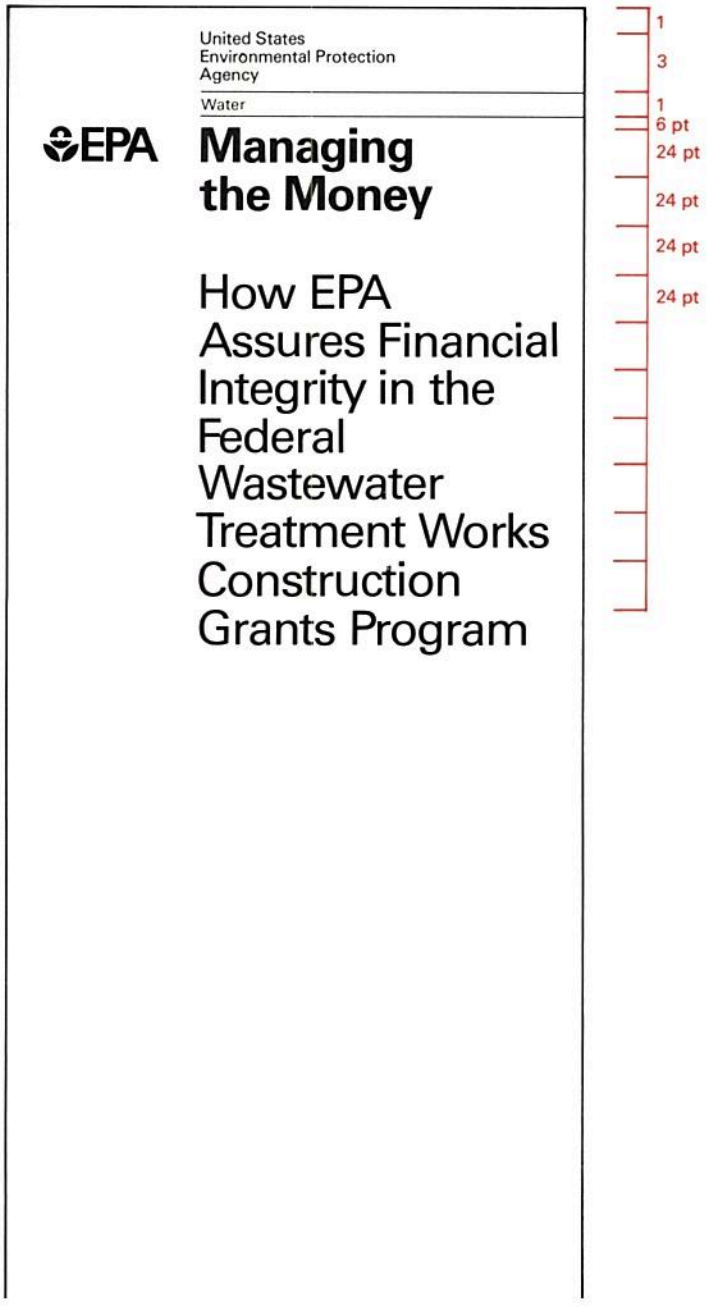
The full Agency name and the program designation, if applicable, are set in 8 point Univers 55 (one size smaller than is used for reports). Similarly, the type size established for titles and secondary titles has been reduced from 30 point to 24 point Univers 65 and Univers 55 to avoid unnecessary word breaks.

Grid C
4" x 9"
Shown at 75%

8pt Univers 55

8 pt Univers 55
24 pt Univers 65

24 pt Univers 55



The grid for this format is based on a one-column or a two-column layout. Shown below are three alternative possibilities for covers and inside text pages.

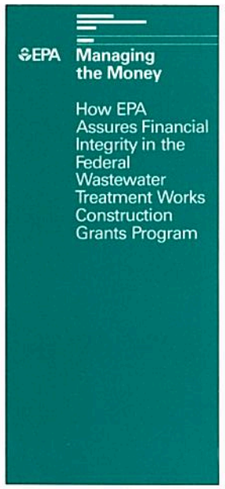
The cover typography reverses out of EPA Water Blue. (Lengthy titles should be avoided whenever possible.) The inside layout uses a wide single column with the top margin aligned horizontally with the title on the cover.

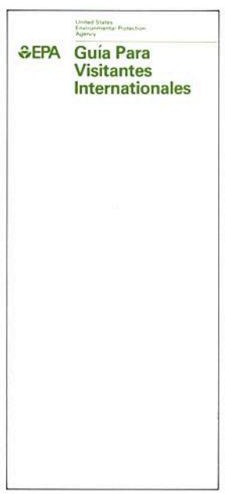
The cover uses a single rule and prints in EPA Green on white. The inside uses the two-column grid, with a double rule for titles.

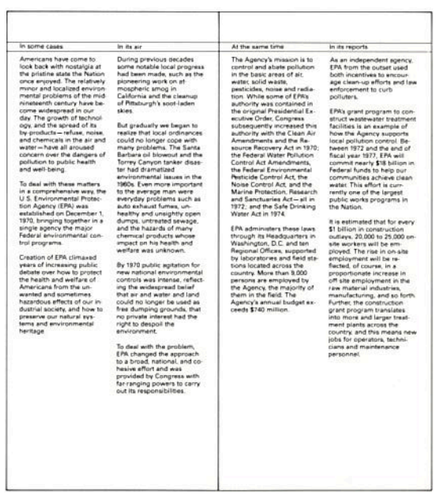
The cover typography and illustration reverses out of black. The inside layout margins align with the cover illustrations, using a wide one-column text with the subtitles set in a narrow column.

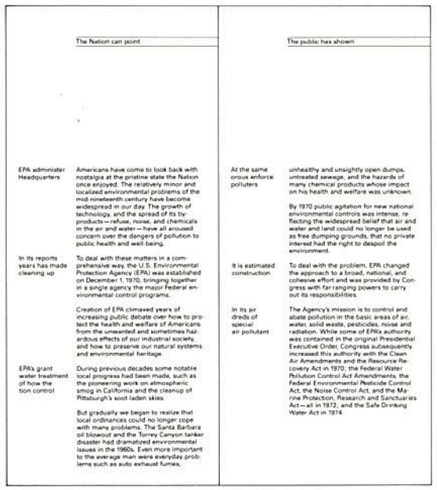
The white space above the text matter is used for titles and possible illustrations.

Illustrations should always align with text columns.









All EPA publications requiring self mailer information are to follow the standard designs illustrated below. The information layout follows U.S. Postal Department directives.

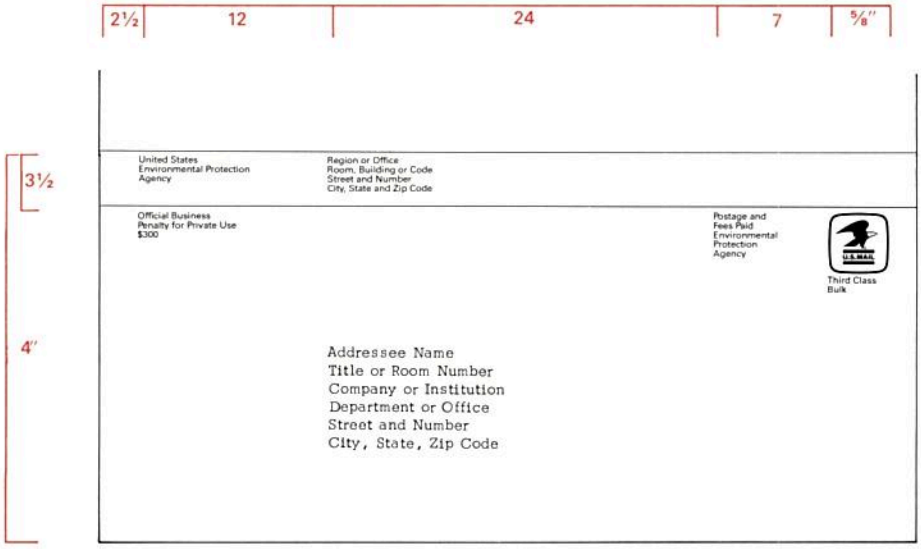
The layout of typography is positioned at the bottom four inches of the back of single sheets or on the back cover of publications or newsletters.

A rule above the legal name and address separates this information from the text matter.

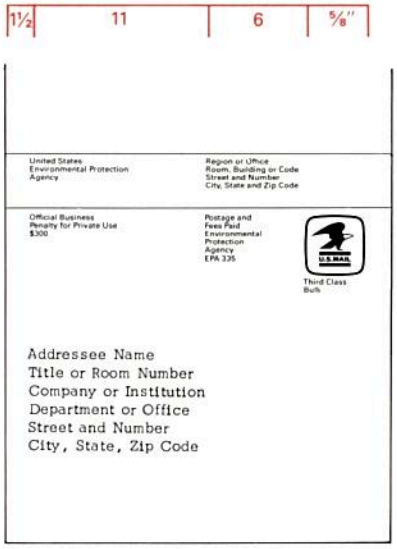
The typewritten address or label aligns vertically with the printed return address above and starts two inches from the bottom, except for Grid C, where the address aligns with the first column.

Type for 4" x 9" format is
6 pt solid Univers 55.
For all other formats it is
7 pt solid Univers 55.
Mailing indicia is ⅝" wide.

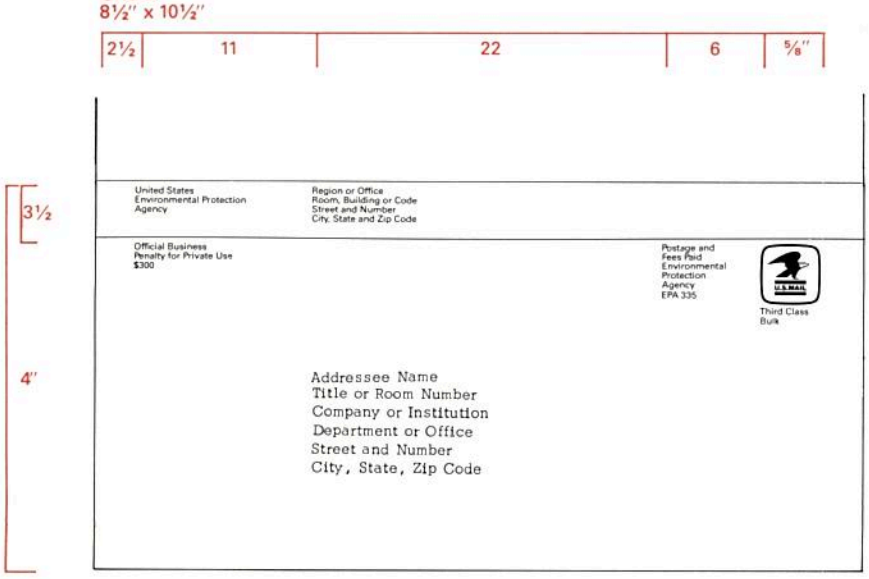
Grid A
8½" x 11"



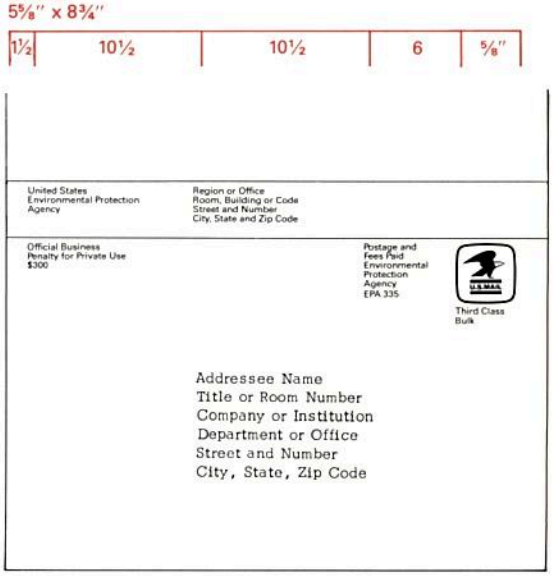
Grid C
4" x 9"



Grid D
8½" x 10½"



Grid B
5⅝" x 8¾"



Because the EPA is involved in many different and complex areas, a clear separation of program areas and activities is required.

To help accomplish this task, a separate identification system has been established. In addition, a short name has been established for each program area, for the purposes of easier communication and identification.

A set of graphic tools has been designed for each of the programs, both for internal and external use by the Agency. This set of tools can be applied to all printed matter published by an individual program and is totally integrated with the overall graphic system of the EPA.

These tools consist of individual program colors and identifiers described on the following pages.

Nine individual colors have been designated for the present nine program groups. The colors are derived from common associations appropriate to the name or activity of each program. Below is a list of the programs and the colors designated.

Color swatches in the Reproduction Section of this manual are printed on uncoated paper. If coated paper is to be used, the printer should be requested to make adjustments to the ink formulations to maintain good color matches.

For those rare occasions when 4-color process printing is specified, program color swatches should be supplied to the printer for matching, accounting for paper selection, printing process and other variables which may affect the color.

The individual colors are to be used for the reproduction of the Agency Identifier and other typography or as a solid color background.

The reproduction of the Agency Identifier in one of the program colors is only permissible when the publication relates to a particular program and is clearly identified as such. For all general and national publications which are not program oriented, the EPA logotype reproduces in the standard EPA Blue, EPA Green or black.

Program	Color	Pantone Color Matching System Equivalent
Noise	Noise Yellow	PMS 130
Toxic Substances	Toxic Red	PMS 165
Radiation	Radiation Red	PMS Super Warm Red
Technology Transfer	Technology Purple	PMS 527
Air	EPA Blue/ Air Blue	PMS 300
Water	Water Blue	PMS 321
Research & Development	EPA Green/ R&D Green	PMS 369
Pesticides	Pesticides Green	PMS 392
Solid Waste	Solid Waste Brown	PMS 167

A set of graphic identifiers has been designed to give each program a distinct visual element for use in conjunction with the program color.

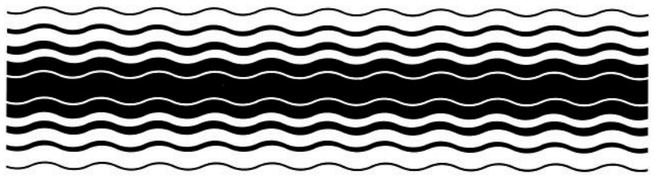
The graphic identifier for each program is used in the form of a two-inch band running across the bottom of publications in either of two positions.

The individual designs of the graphic identifiers are derived from abstract forms associated with the individual programs, to add graphic interest to publications, and to complement or enhance other illustrative material. The height of the bands is fixed at two inches and varies only in width to accommodate the different standard sizes of EPA publications. The design, proportions, and position of each individual identifier must not be altered in any way.

Reproduction art for all Program Identifiers is available in the Reproduction Section of this manual. The graphic bands print in black or the individual program color or reverse out to white. Overprinting or reversing out of photographic art is recommended and establishes a very distinctive appearance. However, special care should be taken in the selection of photographic material to be used with the Program Identifiers to avoid confused images.

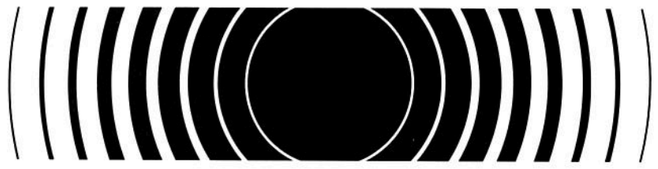
Program Identifiers shown at 50%

Noise

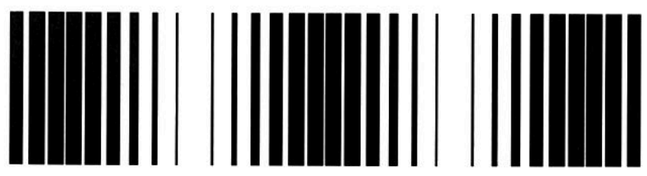


Toxic Substances

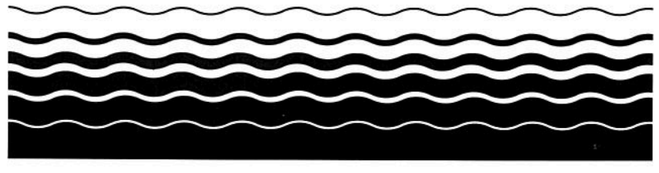
Radiation



Technology Transfer

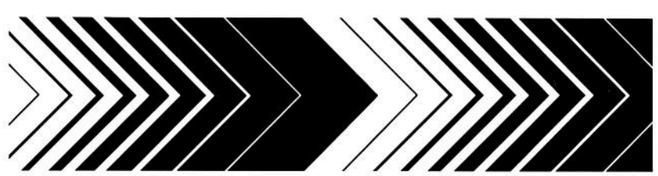


Water



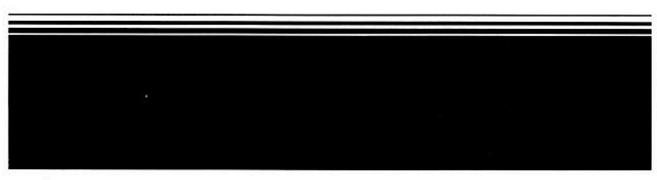
Air

Research and Development



Pesticides

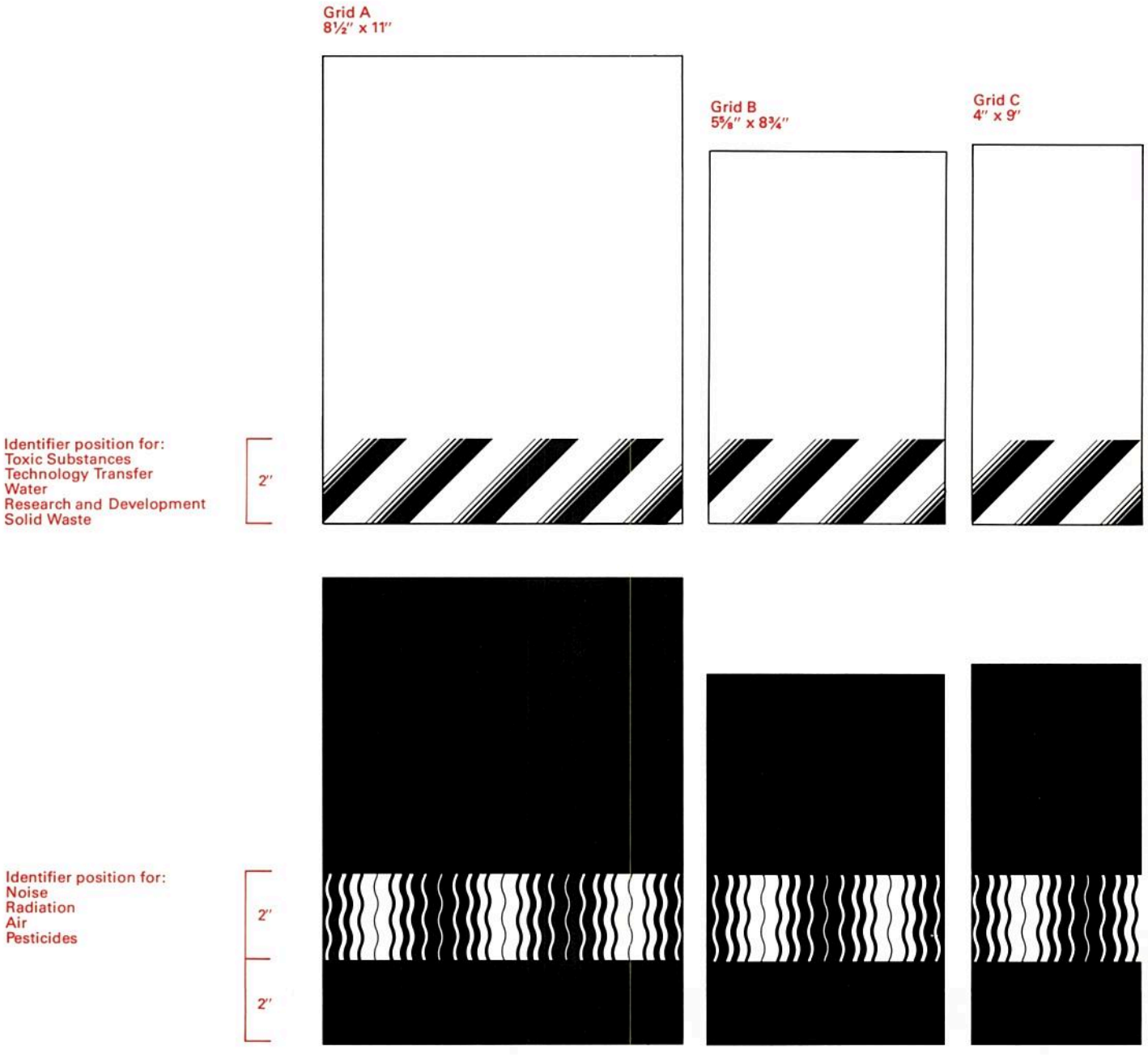
Solid Waste



The basic grid established for each of the standard publication sizes determines the position of the identifier. The height of the identifier remains two inches for all formats. Listed below are the positions which have been established for all program areas. Those program areas which have been designated to bleed on the bottom have additional art to allow for trimming.

The reproduction art for each program can be cut as required for the different bleed widths of each grid. The point at which the Program Identifiers are to be cut for the smaller formats is indicated below as well as in the Reproduction Section of this manual. The Program Identifiers are not to be either enlarged or reduced.

Illustrated below are examples of two Program Identifiers applied to each of the standard formats.



Below are shown the two standard positions for the Program Identifiers which have been established, either in the bottom two inches (lower position) or two inches above the bottom trim line (upper position). In pamphlet size are shown the combinations of the Program Identifier, the program color, and the typographic system. A variety of cover information has been selected to demonstrate different but typical typographic situations.

Grid C
4" x 9"

Noise

EPA Noise Around Our Homes

Toxic Substances

EPA Environmental Law

Highlights of the Toxic Substances Control Act

Radiation

EPA Man-Made Radiation

A Danger to Our Health

Technology Transfer

EPA Upgrading Existing Wastewater Treatment Facilities

Air

EPA Smog, Health and You

Water

EPA Making Your Wastewater Treatment Plant Work

Research and Development

EPA Land Application of Sewage Effluents and Sludges

Selected Abstracts

Pesticides

EPA What You Should Know About the Pesticide Law

Solid Waste

EPA Everybody's Business

The Resource Conservation and Recovery Act

EPA Noise Around Our Homes

EPA Environmental Law

Highlights of the Toxic Substances Control Act

EPA Man-Made Radiation

A Danger to Our Health

EPA Upgrading Existing Wastewater Treatment Facilities

EPA Smog, Health and You

EPA Making Your Wastewater Treatment Plant Work

EPA Land Application of Sewage Effluents and Sludges

Selected Abstracts

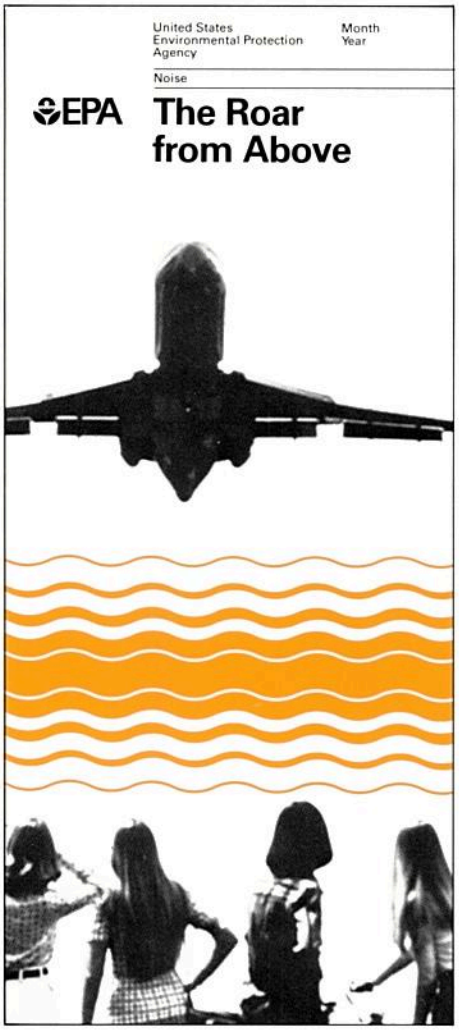
EPA What You Should Know About the Pesticide Law

EPA Everybody's Business

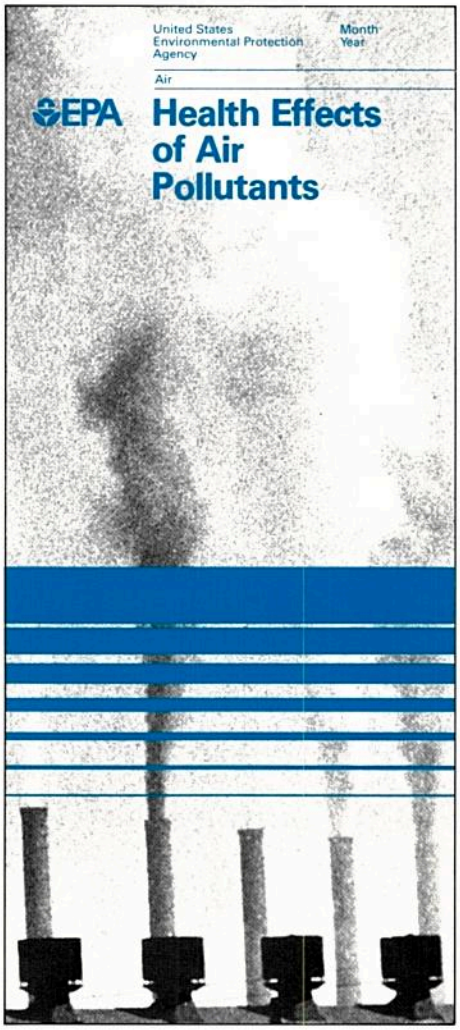
The Resource Conservation and Recovery Act

Combinations of Program Identifiers with photographic or other graphic elements establishes a memorable graphic appearance. The selection and position of photographic material should be carefully considered. The use of the Program Identifier is optional. Photography, illustration, or typographic elements may be used without them, however, it is recommended that the Program Identifiers be used whenever possible to help establish a visual continuity within the individual programs.

Several possibilities for surprinting or reversing out of photographic image are illustrated on these pages.



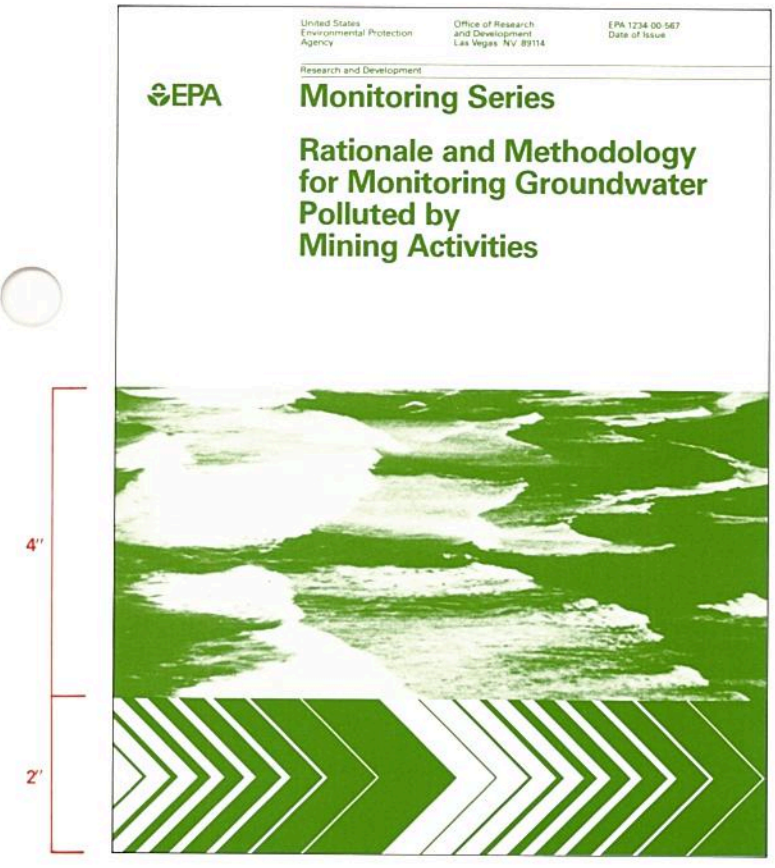
Full bleed B & W halftone;
Program Identifier overprinted in program color;
typography in black.



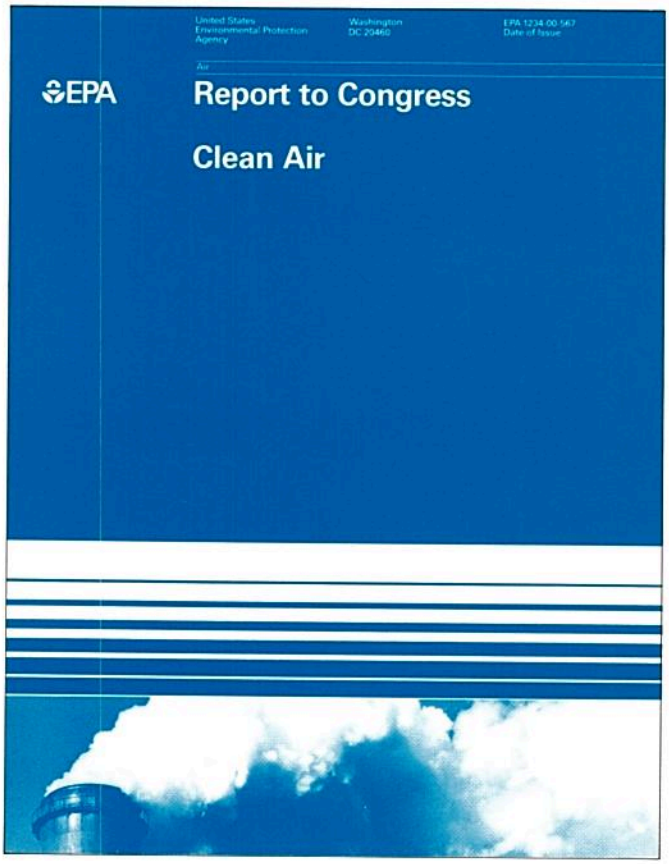
Full bleed B & W halftone;
Program Identifier and typography drops out of art and prints in program color.

B & W halftone bleeding three sides;
Program Identifier prints in program color;
typography drops out to white.

Shown below are examples of one-color printing in the report size format. In both cases, the Program Identifier and halftone illustrations are treated as separate elements.

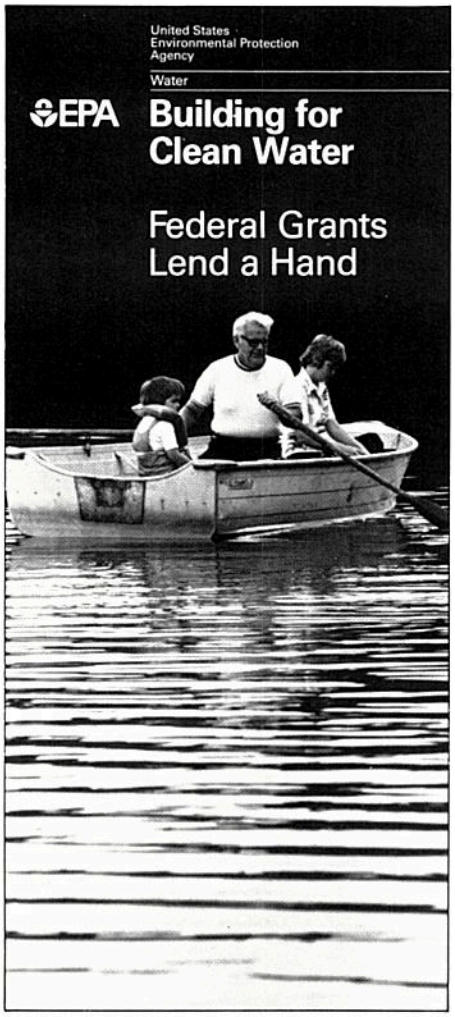


Halftone, bleeding left and right;
Program Identifier, typography and halftone
print in program color.

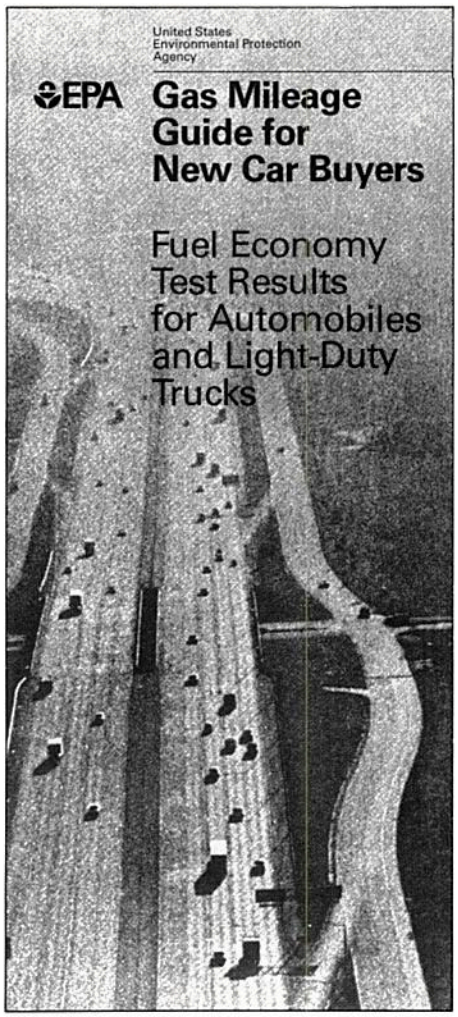


Halftone, bleeding three sides;
Program Identifier and typography drop out of
program color to white, and halftone
prints in program color.

Shown below are examples of brochures which do not use the Program Identifier. In the first pamphlet, the photographic image is directly related to the water program, making the use of the Program Identifier redundant. The second pamphlet did not originate with a specific program. The third pamphlet is a 4-color image and does not require a Program Identifier for added visual interest.



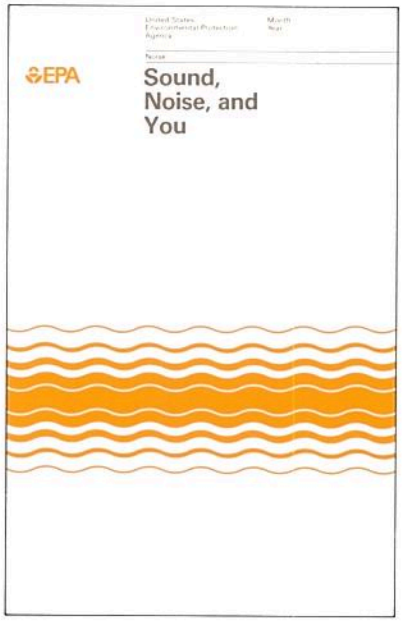
Full bleed B & W halftone;
typography drops out to white.

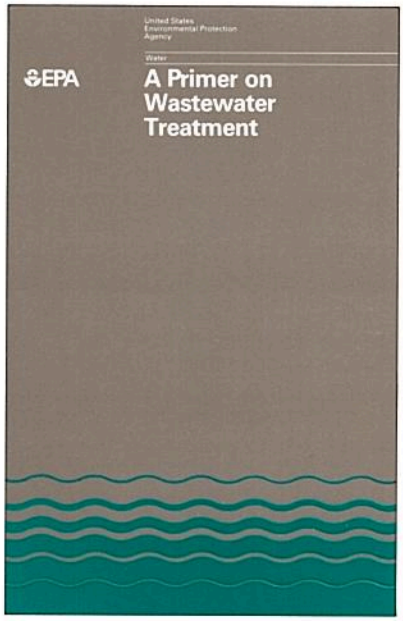


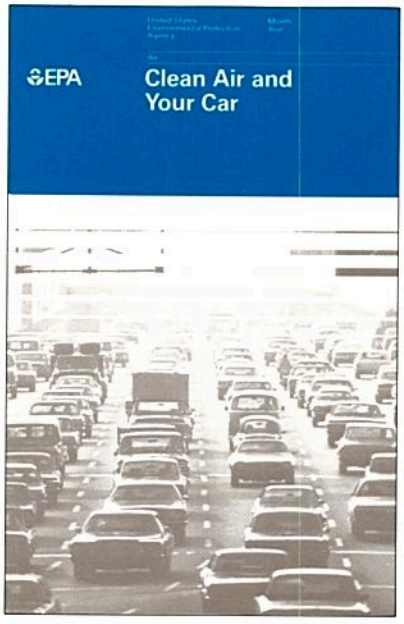
Full bleed B & W line art;
typography surprints in black.

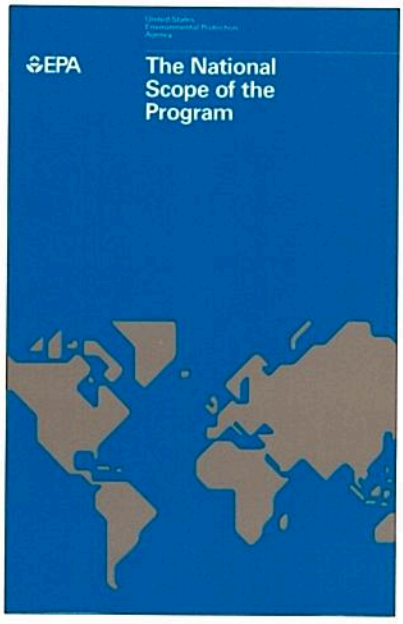
Full bleed 4-color process;
typography surprints in black.

The second color gray is always available to add graphic enrichment and interest for typography, background photographic images or, illustration.

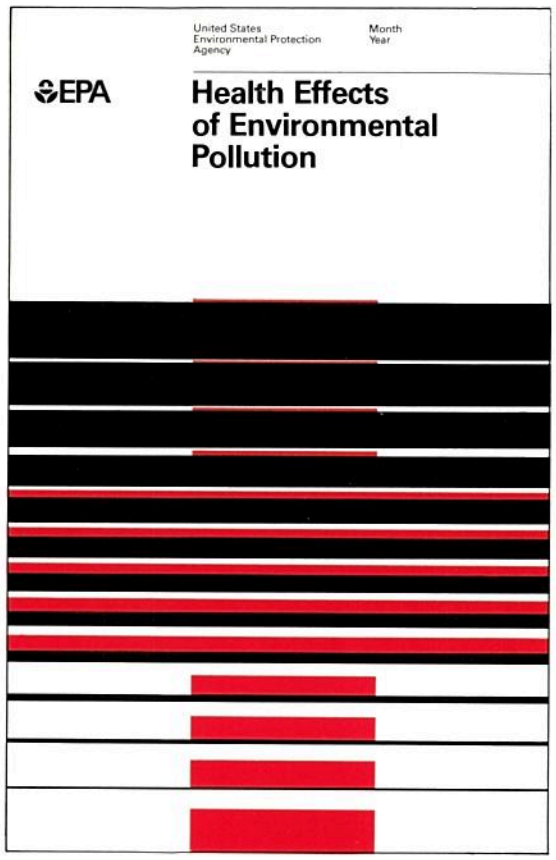


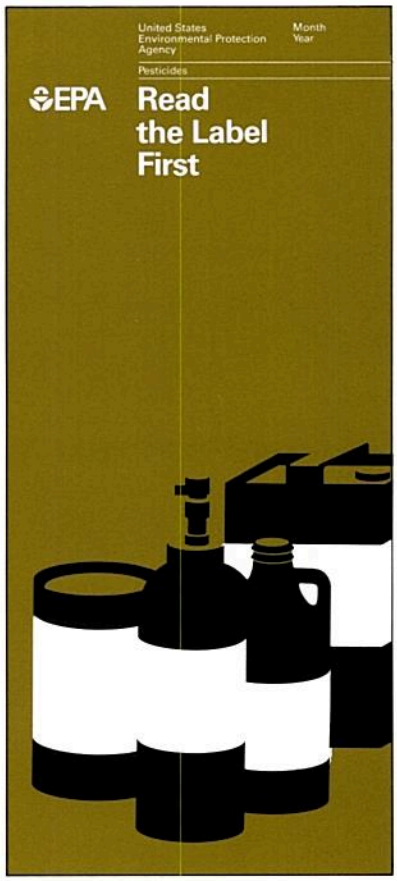






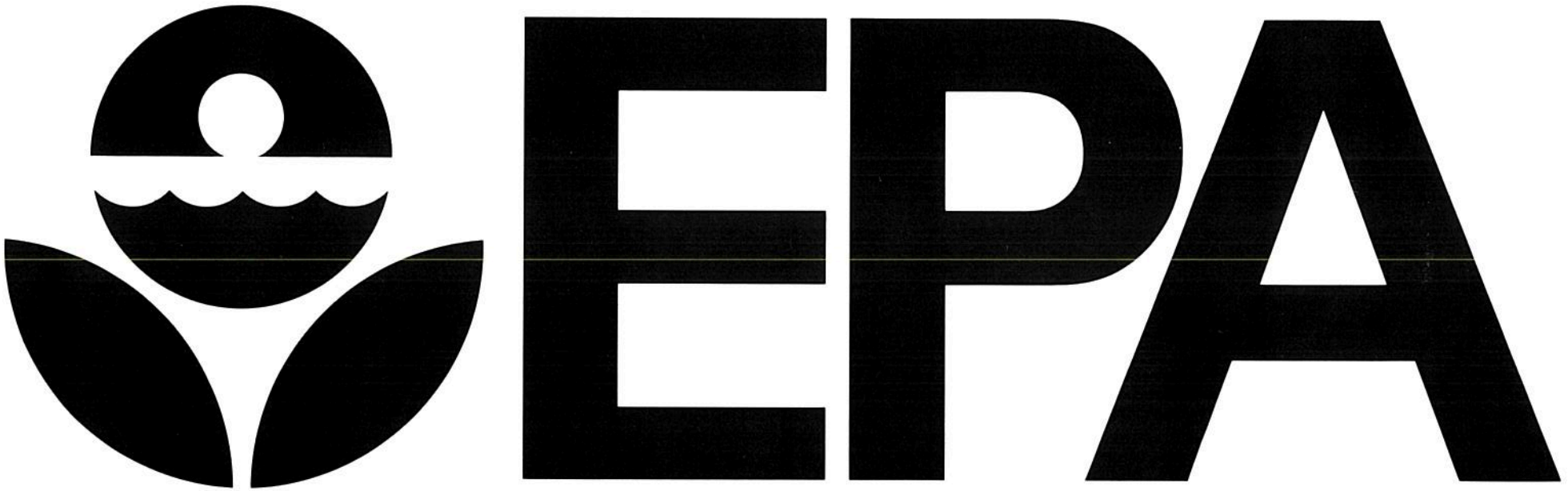
The Program Identifiers establish a graphic style for the EPA. This quality may be extended into illustration. The health brochure is an example of integrating this style with a common symbol. The two others demonstrate the use of strong, simple illustrations.





Agency Material	Agency Identifiers Large Agency Identifier Agency Signature EPA Blue EPA Green EPA Gray
Program Material	Noise Identifier Noise Yellow
	Toxic Substances Identifier Toxic Red
	Radiation Identifier Radiation Red
	Technology Transfer Identifier Technology Purple
	Air Identifier Air Blue
	Water Identifier Water Blue
	Research and Development Identifier R & D Green
	Pesticides Identifier Pesticides Green
	Solid Waste Identifier Solid Waste Brown

EPA


EPA

EPA

United States
Environmental Protection
Agency

United States
Environmental Protection
Agency

EPA

EPA Blue
Coated Paper

EPA Blue
Coated Paper

EPA Blue
Coated Paper

EPA Blue
Coated Paper

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Noise Identifier
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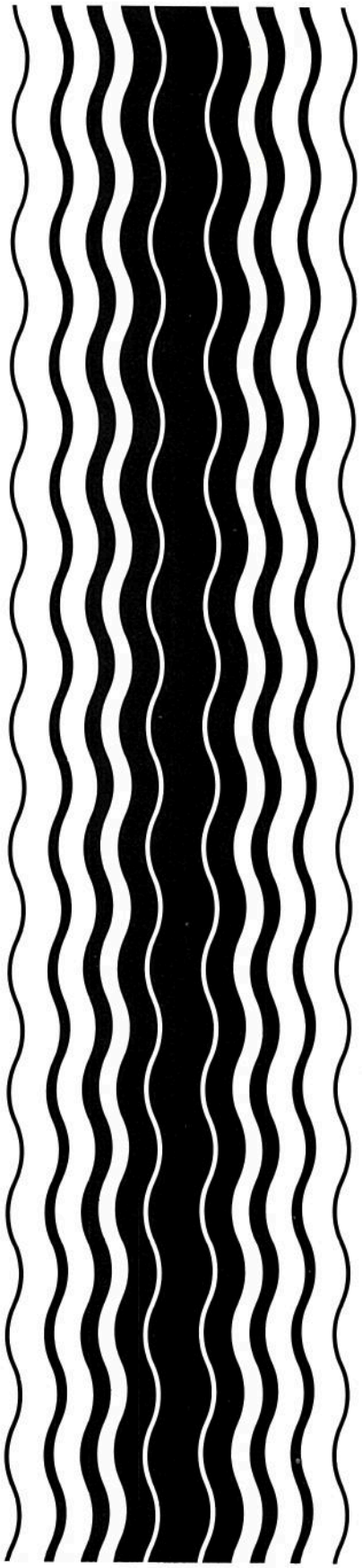

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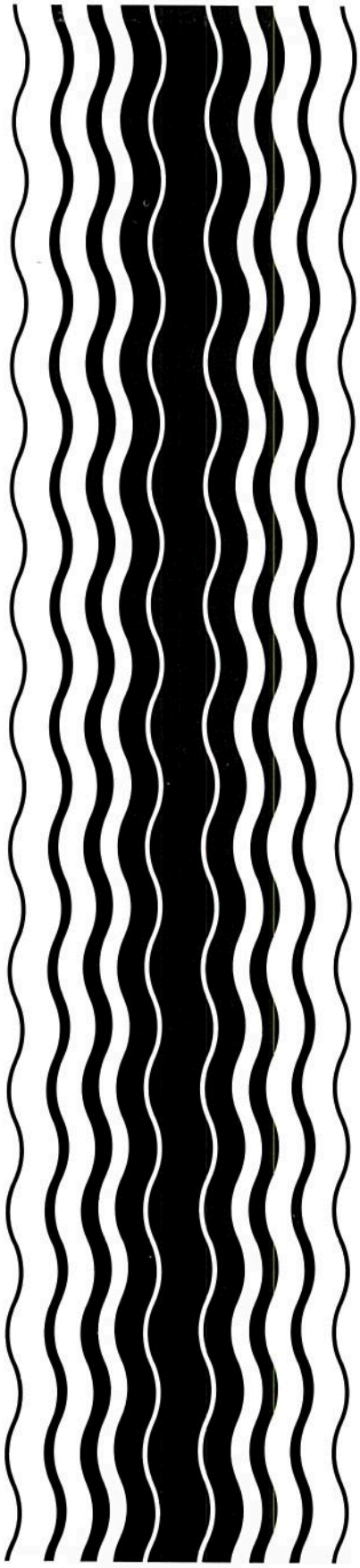
Noise Identifier
Upper position



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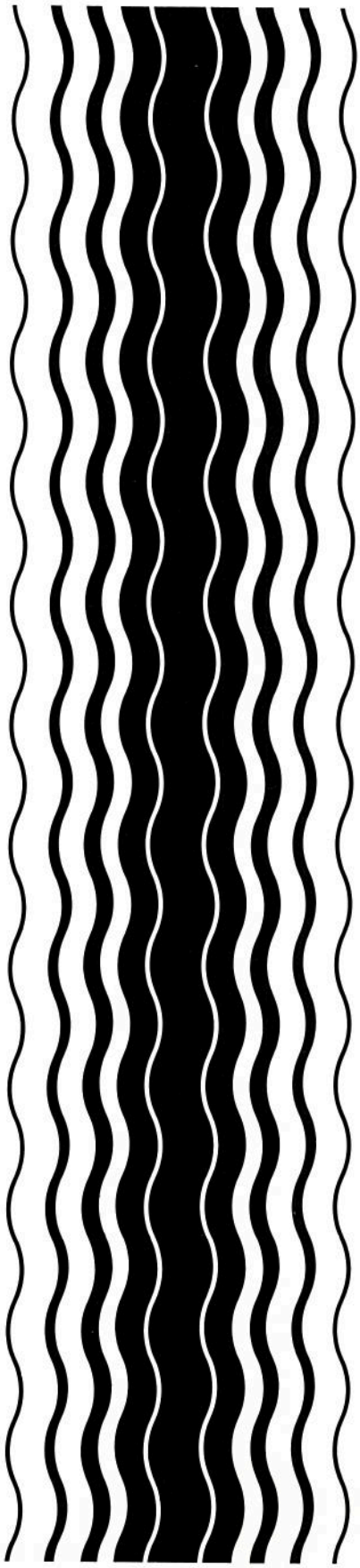

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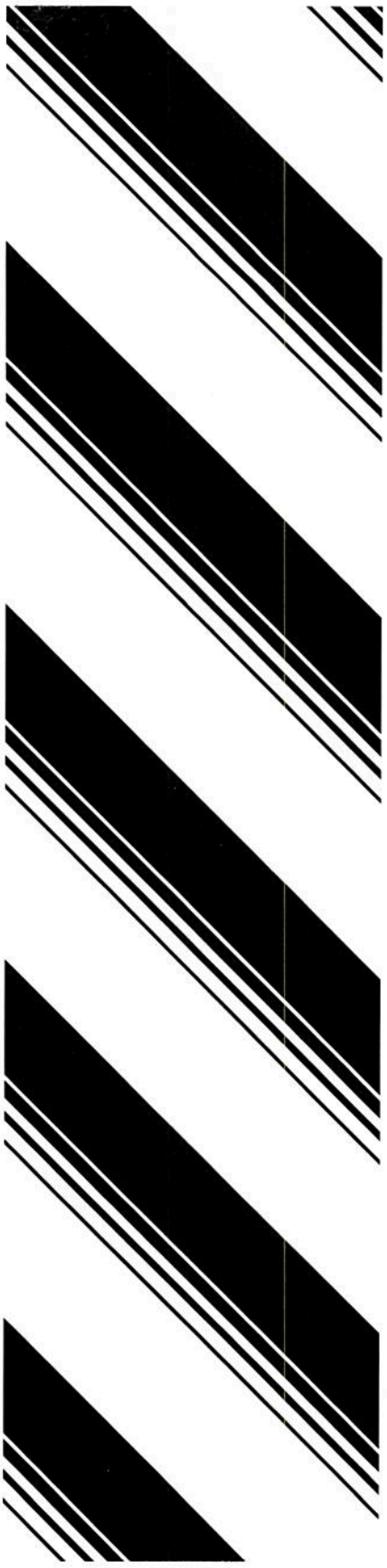
EPA
Toxic Substances Identifier
Lower position with bleed

Top

EPA
Toxic Substances Identifier
Lower position with bleed



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Toxic Substances Identifier
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EPA
Radiation Identifier
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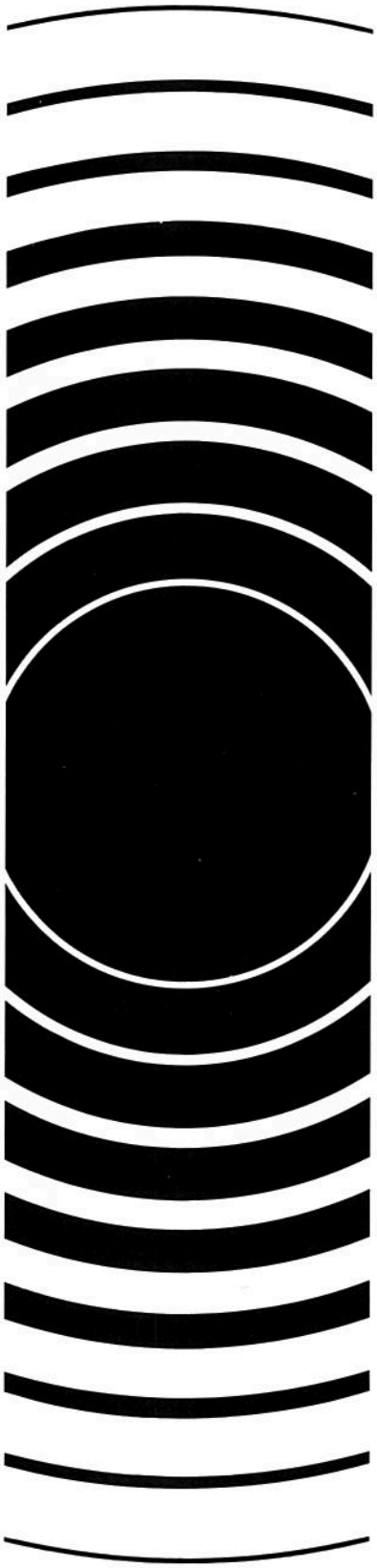

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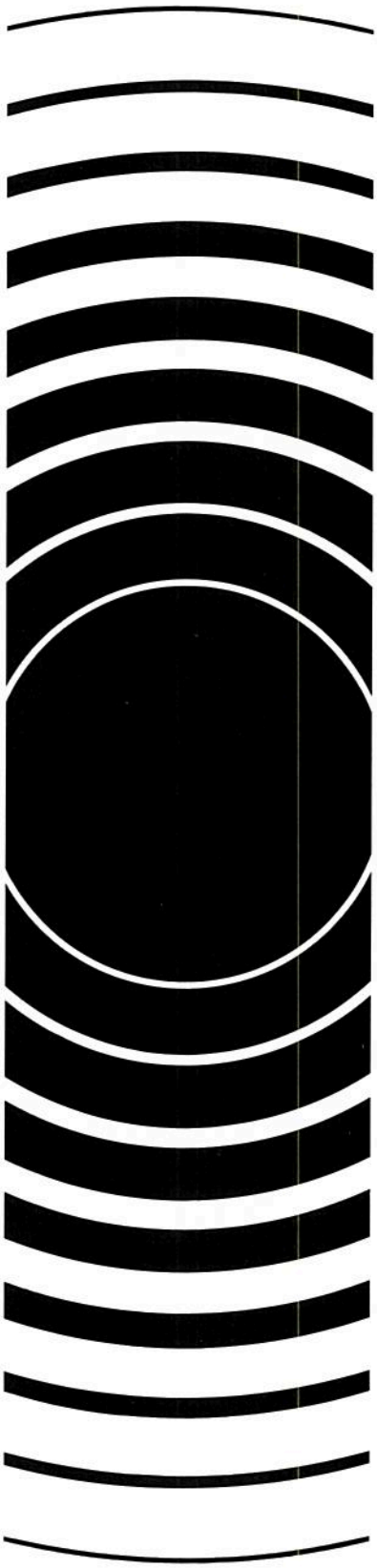

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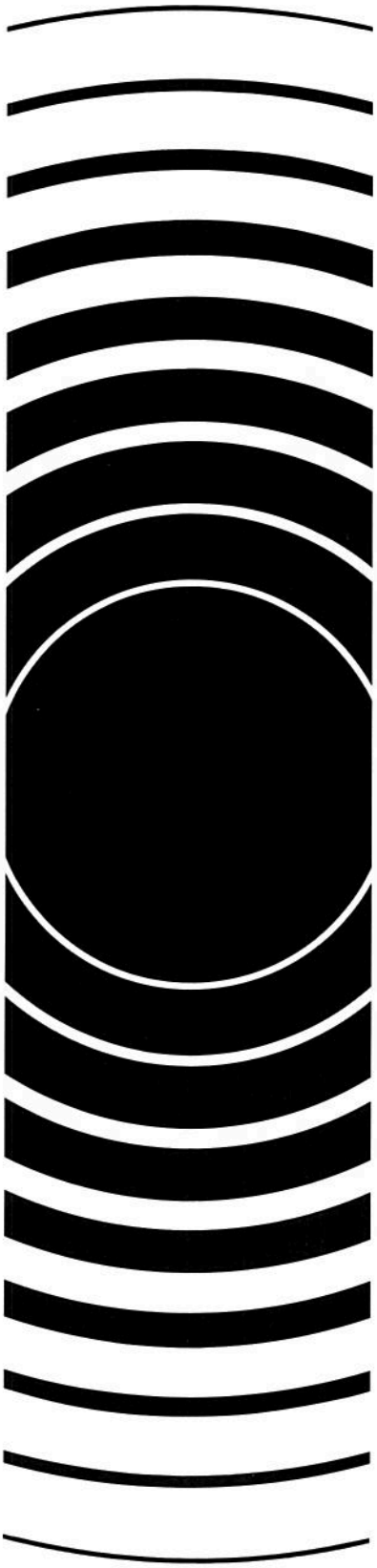

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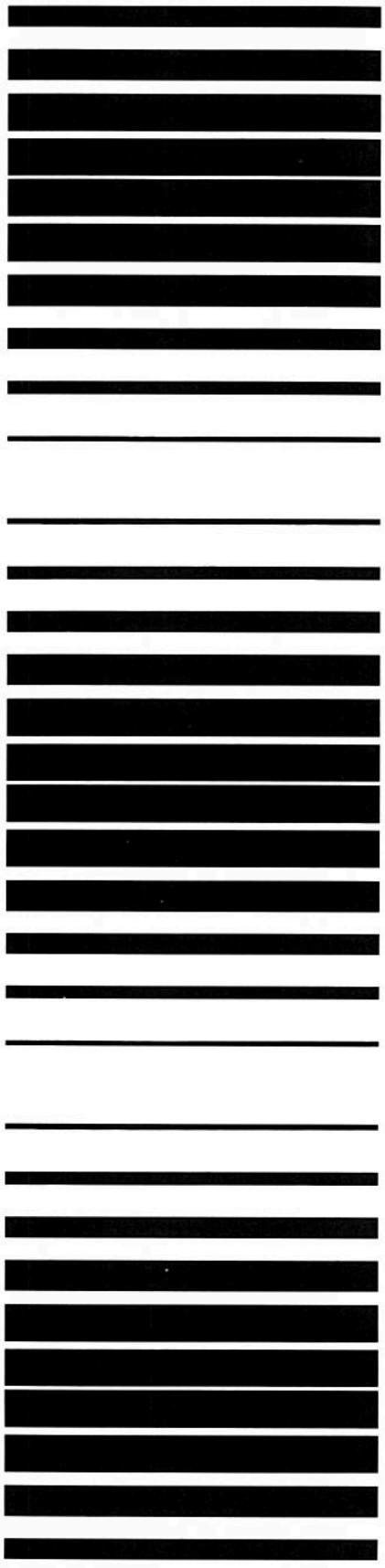
EPA
Technology Transfer Identifier
Lower position with bleed



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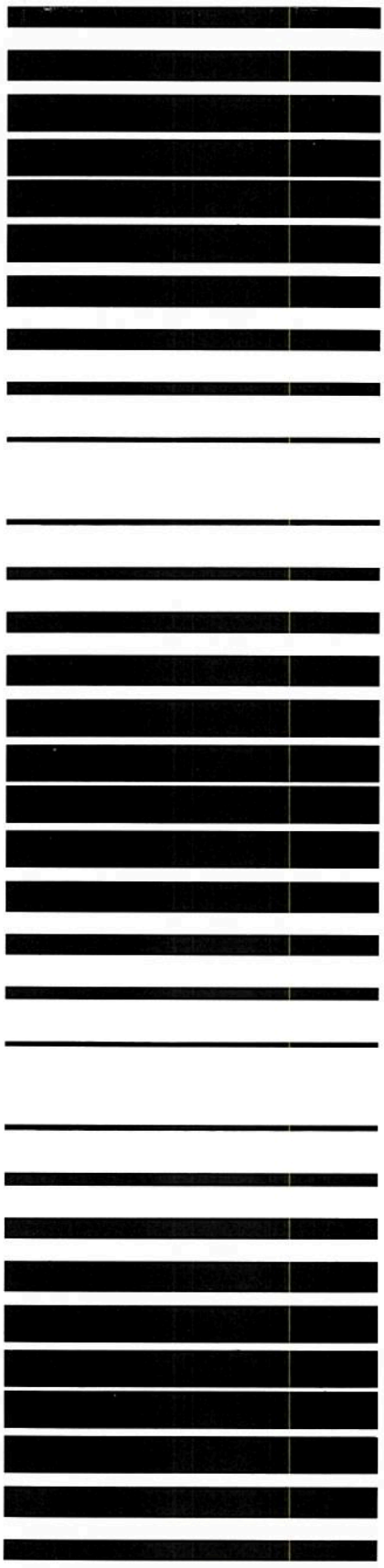

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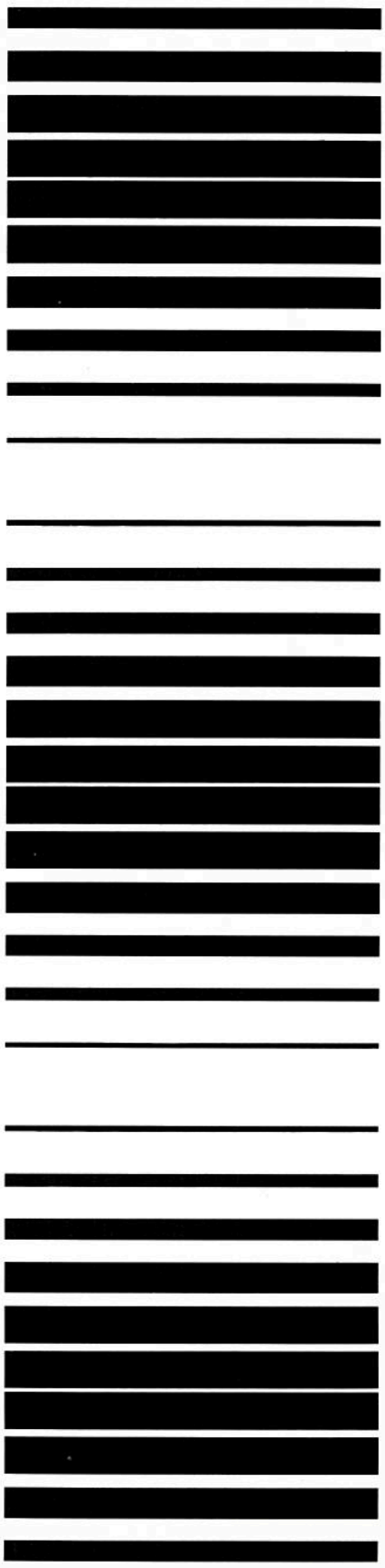

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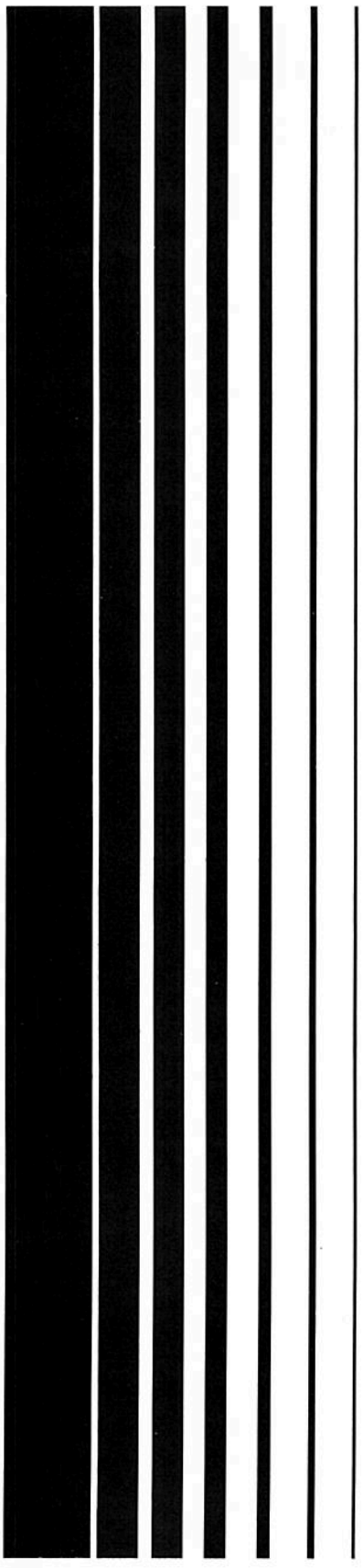
EPA
Air Identifier
Upper position



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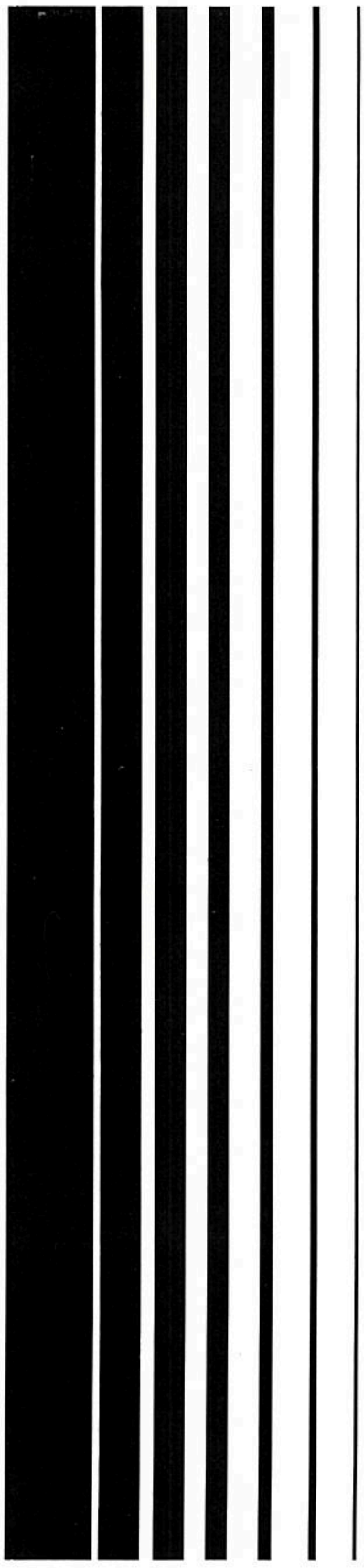
Air Identifier
Upper position



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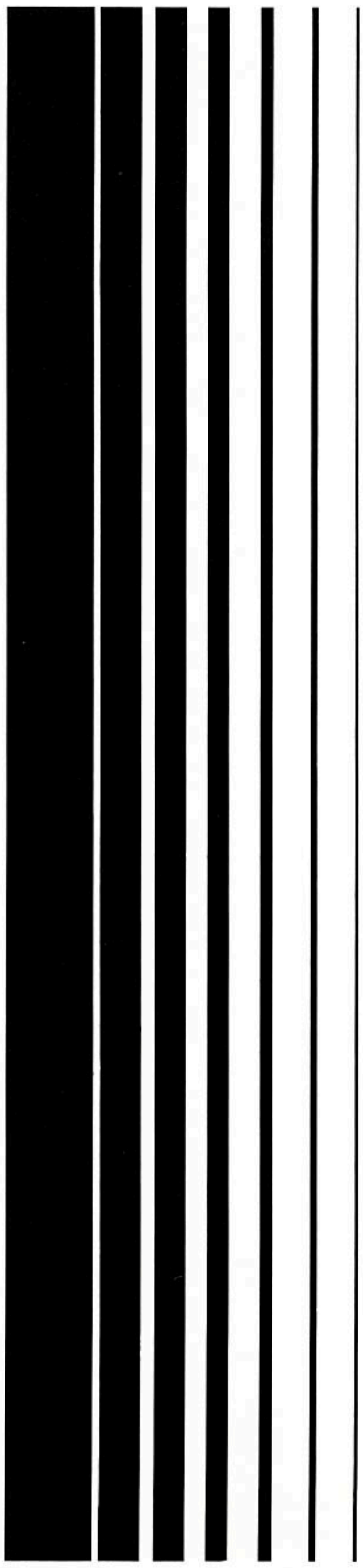

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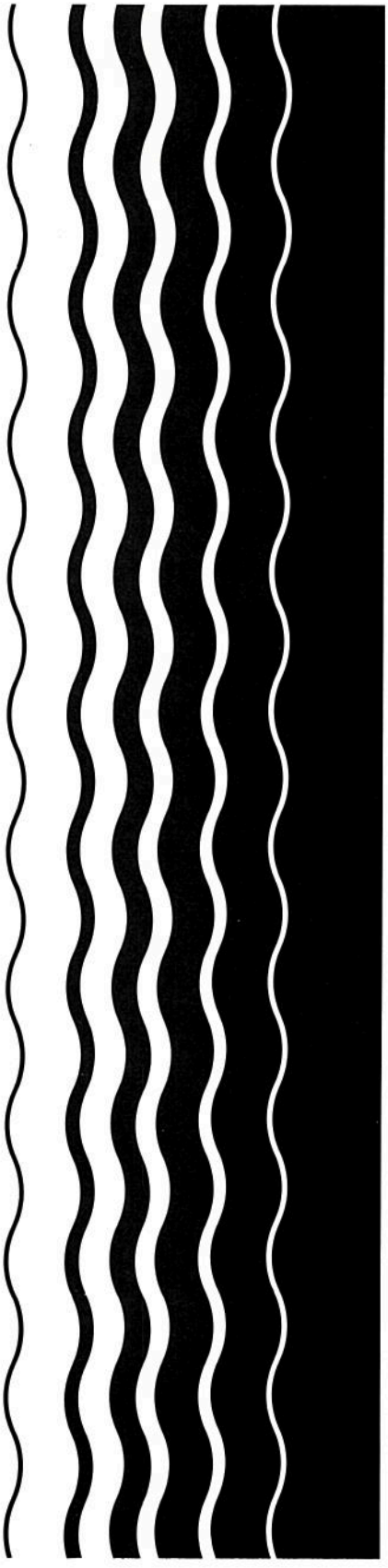
EPA
Water Identifier
Lower position with bleed



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Water Identifier
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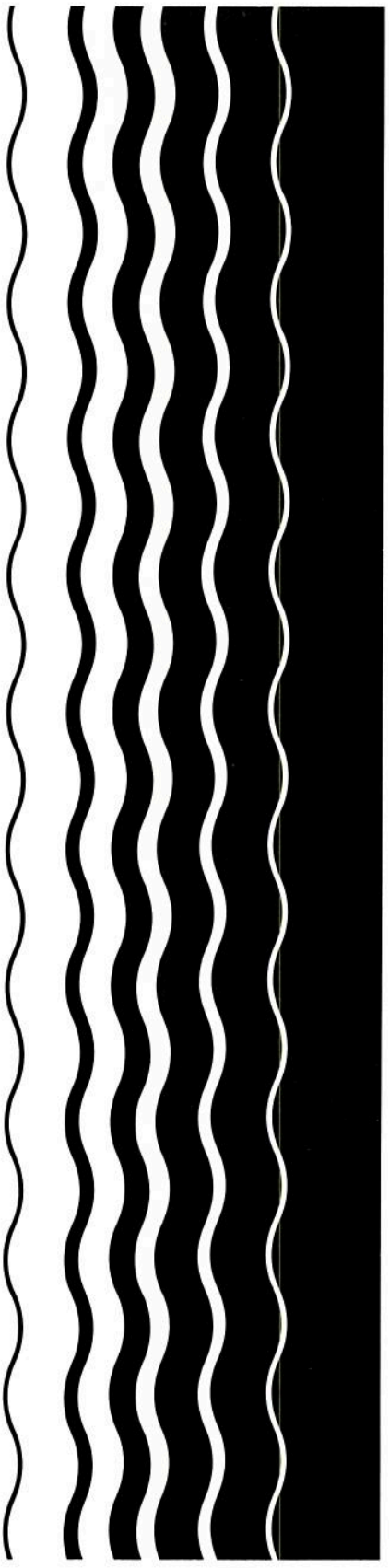

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Water Identifier
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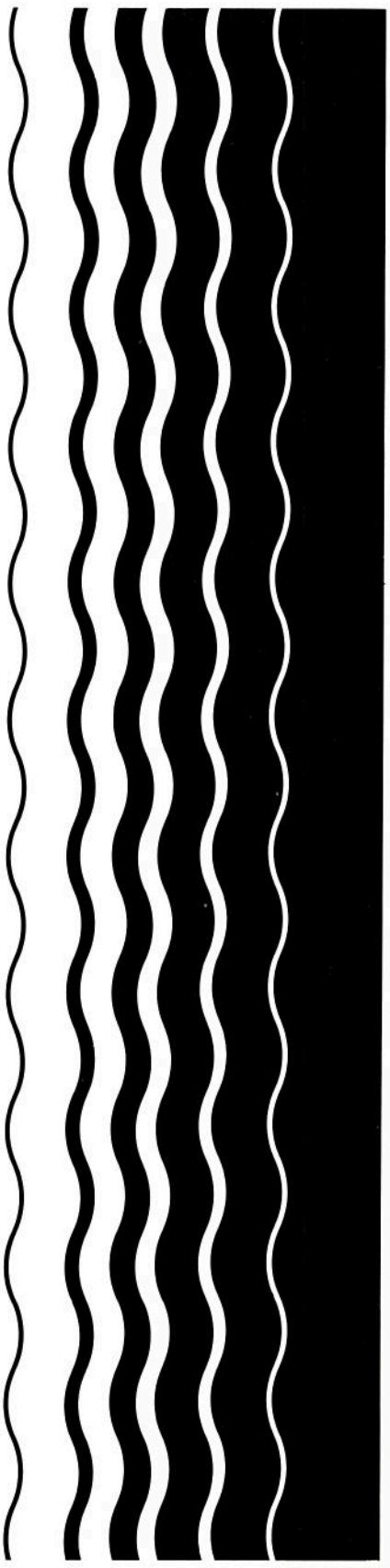

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EPA
Research and Development Identifier
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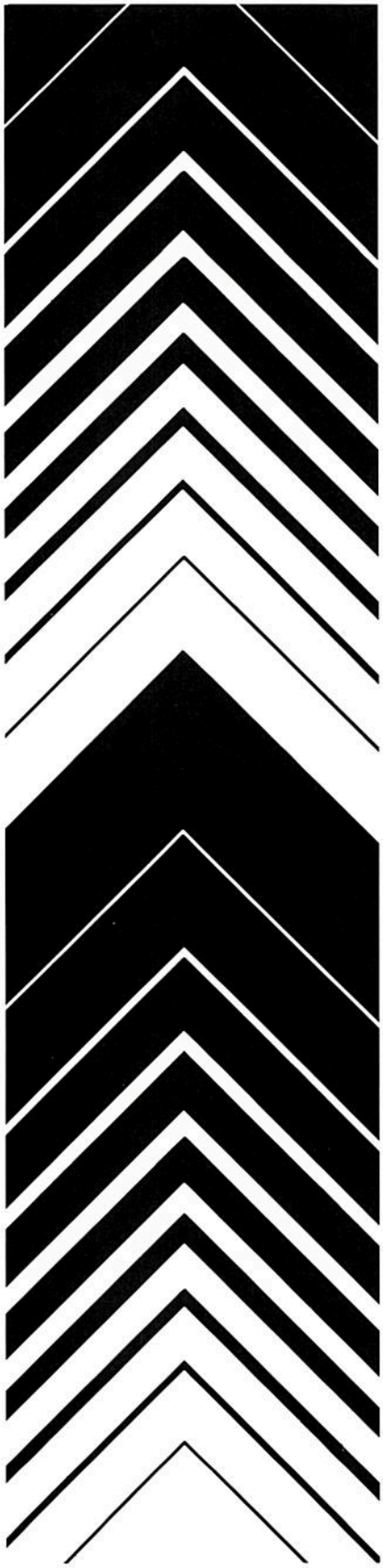

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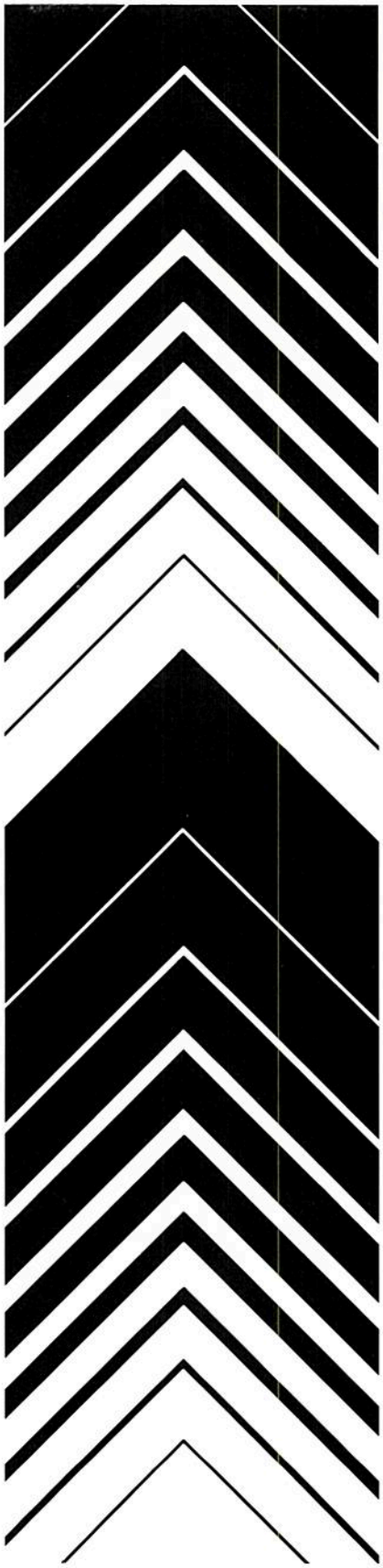

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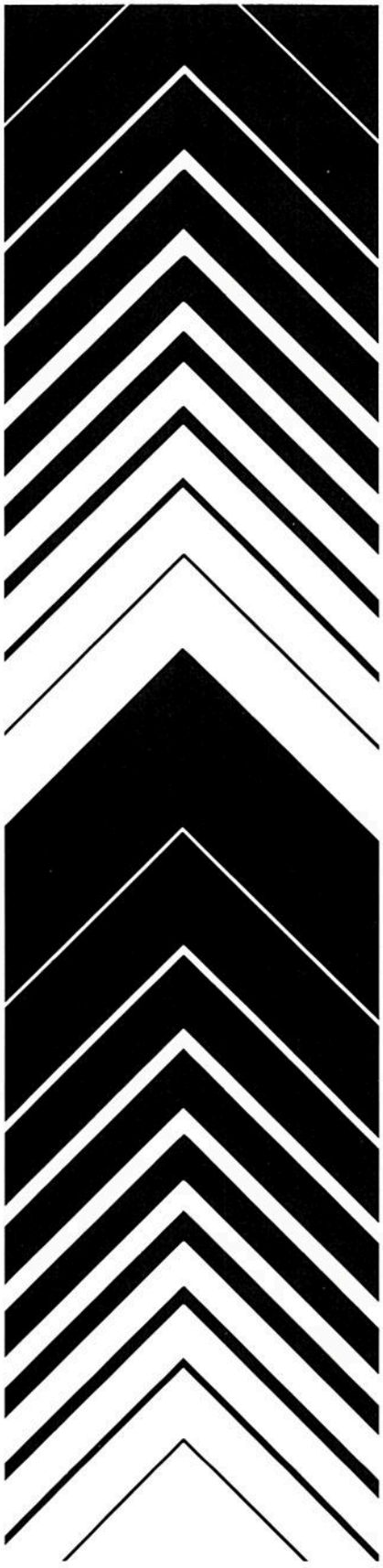

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Pesticides Identifier
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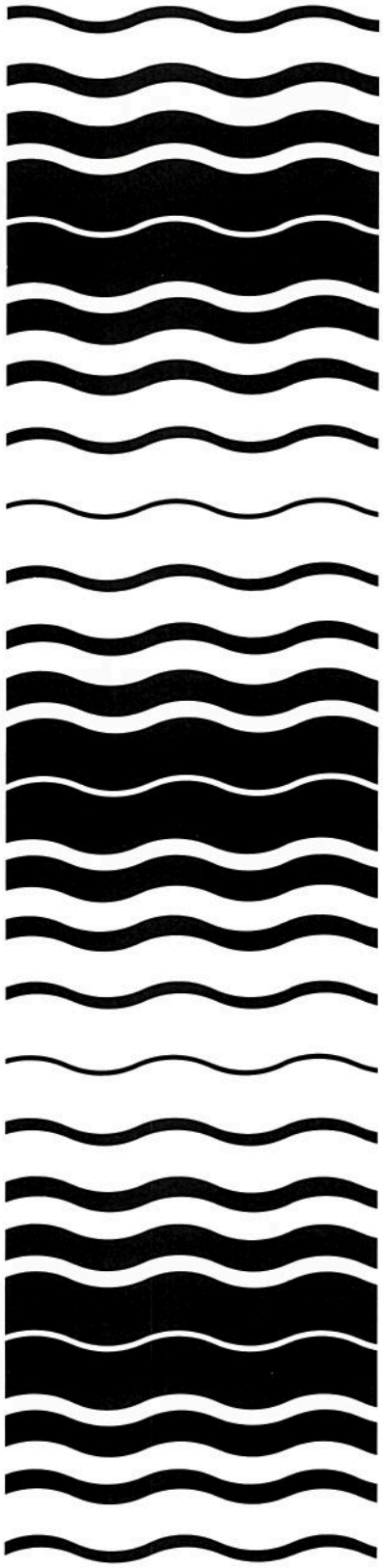

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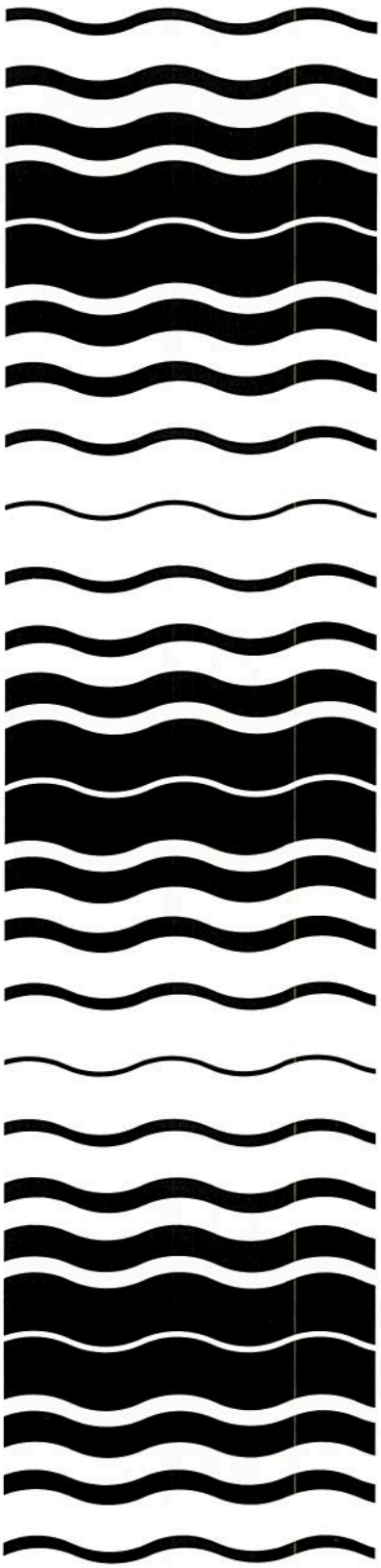

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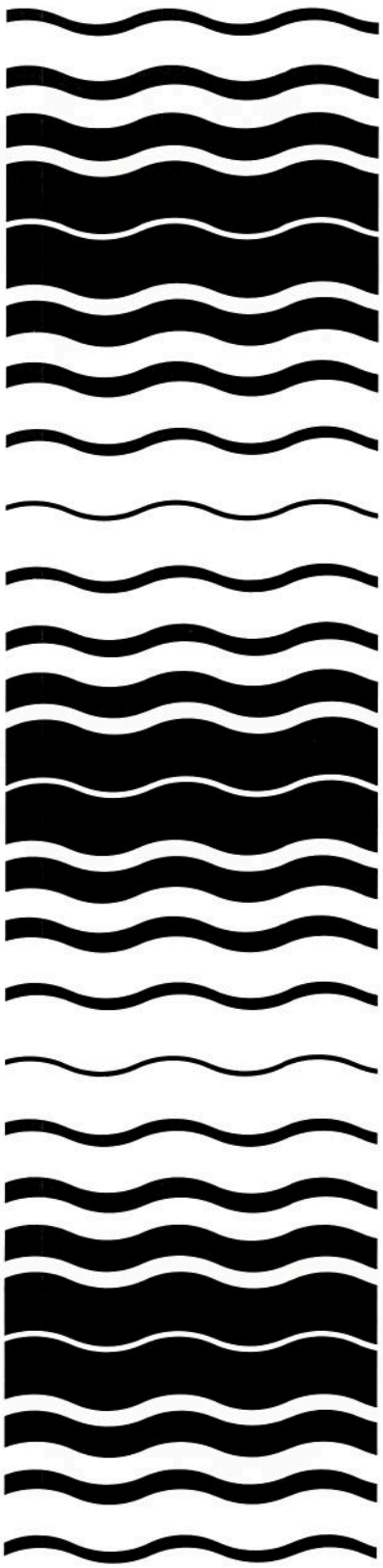

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Solid Waste Identifier
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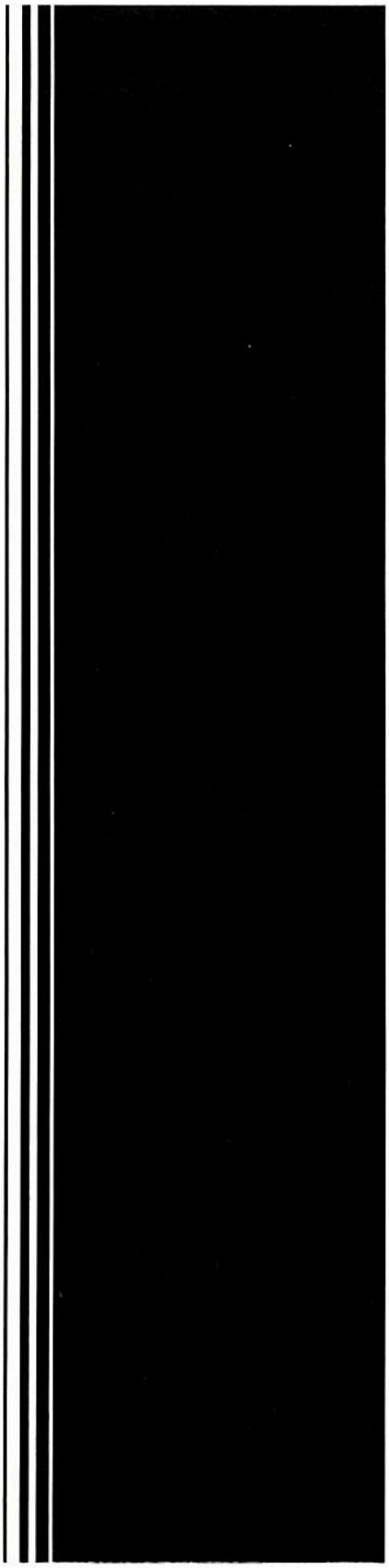

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Solid Waste Identifier
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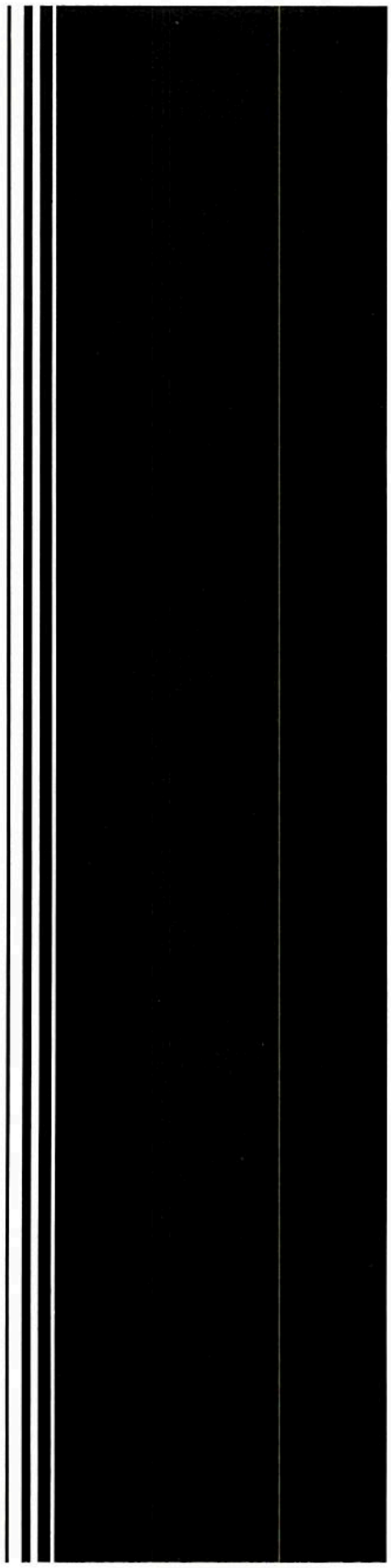

EPA
Solid Waste Identifier
Lower position with bleed

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